Cincinnati

Published Monthly By The Greater Cincinnati Chamber of Commerce

OCTOBER 1972 / ONE DOLLAR

SUZANNE ABROAD
THE POLITICAL GAME
DOWNTOWN'S FOR PEOPLE
CONSUMERS ON GUARD
PEDAL POWER





Which one is the most important in your search?

You could have *Markets* in mind, *Transportation, Labor,* or *all six* factors which companies seeking a plant or office location rank high in importance. That's why we're inviting you to ask for one or all six of the fact-filled brochures shown above. Each deals with a single factor, gives you a quick, candid picture of the advantages many companies are finding in the strategic, 3-state CG&E Area. If, after this closer look, you decide you want more facts, special studies, maps and (we hope) a conducted tour, just ask. Write or call James A. Wuenker (513-632-2595), Area Development Division, Cincinnati Gas & Electric Company, Cincinnati, Ohio 45202.



THE CINCINNATI GAS & ELECTRIC COMPANY

580

An unparalleled experience in office and retail facilities, 580 offers twin connected 17-story office towers of aluminum and bronze tinted glass, with over a half million square feet of elegant, uninterrupted space on each floor. 580 offers you the convenience, and the prestige address, unprecedented in the apex of Cincinnati's business and financial district.

For your comfort and leisure, a unique glass enclosed public court, a 400-car underground parking garage, and the most modern banking facilities available, will be at your disposal.

For leasing information, call or write:
Stanley S. Straus • 524 Walnut Street
Cincinnati, Ohio 45202 • 513/721-6315



Cincinnati

October 1972 Vol. 6, No. 1

FEATURES

10,000,000 PASSENGERS.....*Dave Shipley* 12
Allegheny: moving up fast

CHAIRMAN OF THE BOARD.....*Tom Murphy* 39
All about U.C.'s Jane Earley

NORTHERN KENTUCKY STATE.....*Jody Jackson* 46
Jet-propelled college on a new campus

TWO WHEELERS' TRIUMPH.....*Diana Garry* 57
There's a bicycle built for you

BALLET'S SUZANNE FARRELL.....*Vernon Rader* 60
It's an exciting life for a Cincinnati girl

THE BIG WAR.....*Robert P. Kissel* 66
A fictional reunion in Spring Grove

AN AIRPORT GROWS.....*Claudia Roos* 68
'People' are main concern of the planners and builders

HOME-TOWN RENAISSANCE....*Graydon DeCamp* 72
Open your eyes and see all the people

YOUTH MOVES IN.....*David Beasley* 77
Idealistic and/or practical, they love the political game

HOME-GROWN CONSUMERISM.....*Ruth Engelken* 82
Cincinnatians watch those labels, sizes and prices

ENJOYING OCTOBER IN CINCINNATI

THEATRE 20, FESTIVALS 21, TELEVISION 22, SPORTS 22, GALLERIES 24, FILMS 26, SPECIAL EVENTS 28, MUSEUMS 30, MUSIC 32, DINING OUT 32

ALSO

HOW I SEE IT..... 9

QUEEN CITY REPORT..... 6

QUEEN CITY HISTORY..... 16

AT THE CAFETERIA..... 54

Richard L. Gordon, *Editor*

Lawrence Zink, *Art Director*

Claudia H. Roos, *Assistant Editor*
Carl Ann Hettinger, *Assistant Art Director*

Richard B. Kuck, *Advertising Manager*
Paul S. Rottmueller, *Advertising Representative*
Kathleen Deubell, *Promotion Manager*
Theresa Buken, *Assistant*

Frank E. Smith, *Publisher*

Cincinnati Magazine, T.M.; October, 1972, Volume 6, Number 1. Published monthly by the Greater Cincinnati Chamber of Commerce, Frank E. Smith Executive Vice President. Publishing offices, Suite 55 / 309 Vine Street / Cincinnati / Ohio 45202. Advertising rates on request. Subscription rates: $8 a year, $14 two years in the United States and Possessions, Canada and Mexico, $10 a year. Elsewhere, $15 a year. Allow six weeks for delivery. Subscriptions are not retroactive. Entered as second class metter at the post office, Cincinnati, Ohio.

Copyright Greater Cincinnati Chamber of Commerce, 1972. No part of this megazine may be reproduced or reprinted without express permission in writing.

The Cincinnati Chamber does not stend sponsorship for opinion or facts of authors. The editors are not responsible for unsolicited contributions.

Cover photograph of Suzanne Farrell by Lawrence Zink



Five Exciting Years

This is the first issue of Volume 6 of *Cincinnati*, which means we are five years old. There is a feeling of elation, and a forgiveable (we hope) impulse to recite achievements.

But on reflection, it becomes clear that *Cincinnati*'s staff are only stewards of a community's trust. Also, the magazine's existence results from a determination by the Greater Cincinnati Chamber of Commerce to have visible evidence of the interesting people and things and situations that exist in our community.

Every month we try to paint another bit of the Cincinnati picture — not always perfect, but progressive, interesting and hopeful. This is made possible because of Chamber financial support. Like most Chamber-published city magazines, *Cincinnati* couldn't make it without this support — although it does generate a great deal of the needed income on its own.

Long ago, in 1964, leaders of the community began talking about a magazine of highest quality, to reflect the character of the Queen City. It came into being in 1967, and it continues now as the chief public relations tool of Greater Cincinnati.

But it also competes in the marketplace for circulation and advertising. And it reaches a diverse but generally sophisticated audience. Therefore we try to make it a full-fledged quality magazine of broad significance and interest.

These have been five exciting years in the history of Greater Cincinnati. The big things were beginning to happen when *Cincinnati* was started, and we have tried to chronicle them in a way that reflects a spirit of excitement and progress. And, for the Queen City, the renaissance is just getting started.

Although *Cincinnati* is growing older, this month we are publishing the work of our youngest writer to date. Diana Garry, author of "Two Wheelers' Triumph," is 17, a senior at Indian Hill High School and co-editor of the student newspaper. She came to us in late spring inquiring about a summer job. We had no opening, but gave her a freelance assignment. We hope you enjoy the result.

Throughout October, Cincinnati is being honored as Allegheny Airlines' "City of the Month." And *Cincinnati* is going into every seat pocket of every Allegheny jet throughout the month. We're glad to be associated with Allegheny in this project, and to all passengers we say: Come to Cincinnati; you'll be most welcome!

Cincinnati's September issue carried a rendering of the new Cincinnati National Environmental Research Center building. Inadvertently omitted was the fact that the building was designed by the firms of A. M. Kinney, Inc., and A. M. Kinney Associates, William J. Raybon.

— THE EDITORS



Motel, Anchorage, Alaska.
Construction financing by
Centralbanc Mortgage Company

Earl helps raise the roof for all kinds of building projects.

Earl J. Reibie, President Centralbanc Mortgage Company

We're specialists in all kinds of loans — construction, FHA and VA — with years of experience in real estate and mortgage lending. This past year Centralbanc Mortgage Company supplied millions of dollars to developers as far away as Alaska and California . . . as well as to individual home buyers and developers within our own area. For further information call 852-5305.



Northgate Mall Shopping Center, Colerain & Springdale. Construction financing by Centralbanc Mortgage Company

Centralbanc Mortgage Company

The Central Trust Building, 309 Vine Street, Cincinnati, Ohio 45202

An affiliate of The Central Bancorporation, Cincinnati, Ohio

We're the *Proud Ones*



Sure, we're proud of our 153-year heritage: the first Law, Music, Medical and Pharmacy Schools west of the Alleghenies; the first co-op (work-study) program. And — one of our alums served as Chief Justice and President of the United States.[1]

And today, we've grown: five campuses, 19 colleges, 49 doctoral programs, 2800 faculty (including the first man on the moon[2]), 35,000 students from 48 states and 56 countries, 70,000 alumni and an annual budget of $125 million. We're the 23rd largest American university. And — we're the second biggest employer in metropolitan Cincinnati.

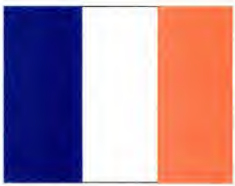
We'll initiate a mid-career tune-up for U.S. Labor Dept. executives soon. UC management professors will direct the graduate level program each week in Washington D.C. On campus, we've already unveiled our latest night offerings for leisure learning in the non-credit Communiversity. (Topics range from "Presidential Politics — 1972" and "Understanding Heart Disease" to "Tax Clinic for Small Businessmen.") And — we're developing major, new approaches in continuing education for business persons, housewives and professionals. It's an imperative for coping in a rapid-change society with billowing information overload.

"This university, this city, this time: they are ours," says our president.[3] "If we make the most of them we'll make this the nation's greatest urban university."
We ARE making the most of them.
We are the Proud Ones.

[1]William Howard Taft [2]Neil A. Armstrong [3]Dr. Warren Bennis

UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO 45221, 513 475-8000





next time
you're in
FRANCE
visit
CINCINNATI

Cincinnati France? Who ever heard of that? Most of the men who make the decisions in western European manufacturing. Cincinnati France is a company known in continental Europe as a reliable source for big precision metal forming machinery — press brakes, shears, powder metal compacting presses and the like. Cincinnati France (actually, it's called Cincinnati-France S.A.) is a major part of Cincinnati Incorporated. So is Cincinnati Japan. And Cincinnati Mexicana. And the dozens of other subsidiary companies and distributorships scattered around the world. Cincinnati: a name found in every free nation on the globe. We've gone a long way since those days when we were first known as The Cincinnati Shaper Company. And we plan to go a lot farther.

This one



GBK6-6NU-8GUZ

CINCINNATI
CINCINNATI INCORPORATED
CINCINNATI, OHIO 45211

Queen city report



Charles Dana Gibson's masthead design for "The Carrier Pigeon"

For 42 residents of Cincinnati's exurb Indian Hill, October is the 30th anniversary of an event that links them together in a lifelong bond of fellowship and memory as strong, in its way, as that of the hardy few who fought at Agincourt and told of it each St. Crispin's Day.

They belonged to no knightly coterie but only to the armed forces of the United States, in the unsought and largely unsung task of defeating the Axis aggressors. Nor did they belong to a single unit — they were dispersed, individually, to every corner of the globe, from the caves of Chungking, the Burma jungles, and the malarial swamps of Guadalcanal to Morocco, Algeria, Sicily, Italy, France, Germany and finally Tokyo itself.

What gave them a common bond was a little home-front, amateur newspaper, *The Carrier Pigeon*, the brainchild of Dorothy Snowden Rowe, a onetime Memphis belle whose grandfather, Capt. Robert B. Snowden, was breveted from captain to lieutenant colonel commanding a Confederate brigade during the battle of Murfreesboro. She is the wife of Stanley Rowe, whom the Greater Cincinnati Chamber of Commerce designated last year as a "Great Living Cincinnatian". Their 175-acre estate, "Annesdale", is a nationally-famed private arboretum.

In the summer of 1942, Dorothy Rowe was recovering from a serious illness and at a loss for something to do. Ordinarily she would have been out tending her rare flowers, shrubs and trees, but now she could do nothing on her feet. Stanley Jr., the oldest of her two sons, had gone off to war. She told her husband she thought she would gather up the chitchat of what was going on at home, send it out to her son and his friends, and, when they wrote back, send their own news out to each other. "Like a carrier pigeon," she said.

And so it became, with perhaps the most distinguished masthead any amateur newspaper ever had. It was drawn by Charles Dana Gibson, the world famous artist who happened to be visiting his daughter, Mrs. John Emery, on Hopewell Road. Hearing Mrs. Rowe describe her plans, he promptly drew her a coy and confidential pigeon whispering the presumed low-down into the eager ear of a fatuously grinning GI.

Dorothy began scribbling notes of events, tearing out clippings, and putting them into a shoebox until she had enough to start. She found a country printer, out beyond Milford, who would set the type for a song, helped by his deaf and dumb sister-in-law. Vol. 1 No. 1 went out with the date of Oct. 10, 1942, to 145 servicemen (including three women) from Indian Hill, chiefly those from the Indian Hill Chapel (Episcopal) which met back then in the small, century-old Armstrong Chapel at Drake and Indian Hill Roads.

Other women leaders of the Chapel helped Mrs. Rowe address the bulletins. John Deupree's wife, Jeanne, remembers that when she had a batch ready, she would call the Indian Hill Rangers who, in those days of gasoline shortages and ration coupons, would run the necessary errands between Editor Dorothy and her staffers. These included Betty (Mrs. Henry Jr.) Hobson, Polly (then Mrs. James) Deupree, Billie (Mrs. Ollie) Vanderbilt, Evvie (Mrs. LeRoy) Brooks, and Anne Hollister (Mrs. J. J. Jr.) Stevenson. They also helped out with Town Chatter, reporting such tidbits as that Mark Upson of the Naval Reserve had married Ruth Smith on Dec. 27, and that Richard R. Deupree's daughter, Bettie, while doing volunteer hospital work, had become engaged to a second-year medical student, Richard Goldsmith.

As the news came back from the front, *The Carrier Pigeon's* columns became a microcosm of the war itself, the home news touched with the poignancy of absence, but also with the even tenor of a land untouched by fire and bomb; the overseas news conveying the small gaieties found amid danger, and occasionally, from time to time, the tidings of injury, capture, or death. Four of its readers died in service, including the John Pogues' boy, Bobby, killed in France at 18, who only a short while before was parking his bicycle outside the Chapel and "taking up the collection, tending the candles, singing solo parts as one of the Wise Men at Christmas."

Lucien Wulsin Jr., now chairman of D. H. Baldwin Co., was "blown straight up in the air" as a military intelligence lieutenant while reconnoitering in France. Lieut. George Hook, son of Armco's Charles R. Hook, was the point man in Patton's sweep to the Siegfried Line. Lieut. Dave Pollak, now president of Pollak Steel, was shot down in his Flying Fortress over Kassel (33 of 179 planes went down) and sent *The Carrier Pigeon* his next postcard from Stalag 3. Perhaps the most touching was Dorothy Rowe's note that her brother, Lieut. Col. John B. Snowden of Memphis, was killed in action with Patton's infantry ("Write me some gay letters . . . No condolences, please.").

The Carrier Pigeon's readers included a present U.S. Senator (Robert Taft, Jr.), a bank president (William Rowe, no kin to the Stanley Rowes), James P. Orr who now heads Potter Shoe, two subsequent mayors of Indian Hill (Robert Black and H. Truxton Emerson, Jr.), a president of the Chamber (Laurence L. Davis), and other such prominent Cincinnatians as John Warrington, Alfred Lamson, Henry and Frederick Chatfield, the late Hulbert Taft, Jr. and Reuben Holden, who became secretary of Yale.

When they came home, at a loss how to show their gratitude to Mrs. Rowe, who had come to seem like a second mother to them, they bought a huge punch bowl and had it engraved with her initials and, around its sides, with each of their signatures plus the lettered names of Bobby Pogue, and the

three others — Peter S. Greene, Harry James Coombe and Jesse R. Clark Jr. — who did not return.

In the 30 years since, the huge *Carrier Pigeon* punchbowl has become something of a sacred relic to the paper's surviving readers. Whenever there is a wedding or some other gala event, they hie over to Annesdale to borrow it. In June, when some of them got together at Trux Emerson's house for a memorial photo, John Deupree said: "I've got to have the bowl this Saturday for Josephine's [his daughter's] engagement announcement party." And so the *Carrier Pigeon* story goes on. It has no end.

— WILLIAM J. MILLER



Using body language to find a mate.

Having lunch with Grace Arons is like watching a good afternoon soap opera. But, behind the Mona Lisa smile and dramatic rolling of eyes there lurks a keen observer of the human condition, and the Arons commercial message doesn't concern low suds "Wonderbrite" detergent. Grace has conceived a serious project couched in humorous expression — improvisational theater.

There was a time in this city when the first step a creative person took to enhance his career was to purchase a ticket to the West Coast — one way. It's a good sign for Cincinnati that Grace Arons is still here.

And it is to provide an opportunity for those souls of kindred talents, that Grace has embarked upon her Don Quixote quest as writer-director of the comedy revue "Moveable Parts". As Grace noted, with eyelashes flicking for emphasis, the Playhouse-in-the-Park and Shubert Theater utilize plays and actors "imported" from out of town; seldom is locally-written material presented by Cincinnati theater groups. But Grace and her charges, presently jousting windmills in the Mt. Adams bistro, Mahogany Hall and The Lookout House in Northern Kentucky, hope to make their performances a showcase for original comic material projected by a local cast.

The fledgling troop, still seeking the proper steed and lance with which to engage the audience, relies primarily on routines that people have been media-educated to enjoy — the familiar middle-class wife-swapping bit, the standard kid TV show with atrocious commercials. But "Moveable Parts" has also captured several fine moments of original satire. The audience was particularly delighted by a Hare-Krishna door-to-door salesman dispensing Nirvana and other cosmic panaceas for a nominal consideration, and a mad moment with the All-American Captain Ahab as he discovers his fabled white whale committing a personal foul.

Pat Baker and Bob Jones, a pair of mimics resembling a sub-species of the Whooping Crane, provide consistent laughs and are capable of redeeming slow material by their overwhelming facial contortions. Art Rouse is masterful in his very credible improvisations of contemporary personalities.



The classic villian routine

Grace Arons wants to make this art form viable in Cincinnati as good humor — both profound and entertaining. That's no easy task — but there is viewable evidence this group of mocking mummers is on its way.

— JOHN CARRY

The Moveable Parts version of the hijack





The private life of a Rolls-Royce.

Imagine, of all things, the joy of this great-hearted sedan turned loose from the sober responsibility to impress, impose, uphold. The great rush of freedom as you let it out to sprint along the deserted shore road. And then, the quiet pleasure of slipping through the warm evening to a country playhouse, in the finest possible style. This is the transmuted Rolls-Royce. The ideal, one-of-a-kind family car for your one-of-a-kind family to luxuriate in. On picnics and beaches, at races, and country places.

Yours to drive in confidence. Knowing that unbelievably nimble handling will bring out the very best in your driving, helping you to avoid trouble before it develops. That the solid-framed, painstakingly assembled body gives the kind of protection you demand. And that Rolls reliability will, without a doubt, get you there and back.

To experience the sheer joy of driving this great car, you may find yourself taking delightful, though somewhat unscheduled, weekend vacations. This is well and good, for to remain a complete car, the Long-Wheelbase Silver Shadow must have fun once in a while.

Flexible, friendly, keenly responsive, utterly reliable. And of course, deeply satisfying. This great Rolls-Royce Silver Shadow is ready for pleasure whenever you are.

© Rolls-Royce Inc. 1972

ROLLS ROYCE

to buy or lease, call...

WILLIAMS FORD/ROLLS ROYCE

9260 Montgomery Road • Cincinnati, Ohio • 513-891-0500

How I See It

Here Is Cincinnati Today

For many "outsiders" the image of Cincinnati stems from the 1940's and the movement of countless troop trains through the Cincinnati Union Terminal. We hear this comment on many occasions while visiting corporate officials in other cities.

Union Terminal's elegance, and its designed capacity to handle almost unlimited numbers of trains and travelers daily, has faded into a memory along with the decline of railroad passenger service. And anyone who hasn't visited the Cincinnati area in recent years is carrying an equally out-dated or, at best, an "under-exposed" view of the Queen City.

Cincinnati is outstanding in history, in tradition and in many strategic assets. For those who do take a careful look at us there is much to see in the way of exciting change and attractive atmosphere for quality living and profitable business operations.

One of Cincinnati's greatest assets is its stable growth. Population, employment and income have all continued to show dependable expansion. Population during the decade 1960-70 increased by 9.2 per cent, and per capita income, at $4,345 for the Cincinnati SMSA, continues to remain higher than the United States average and higher than the average for Ohio and the adjacent states of Kentucky and Indiana.

Cost of living in the area ranks lowest among all northern cities, for both high and low income groups.

A recent five year comparison reveals that employment out-distanced national averages in all categories — manufacturing, service industries, government, construction, wholesale and retail trade.

There is great diversity of skills within the civilian labor force of over half a million. Presently 31.7 per cent of the labor force is engaged in manufacturing, down some four per cent in the last eight years (while service industry employment registered a 41 per cent increase). It is interesting to note, for example, that the number of workers engaged in hospital, health care and pharmaceutical and medical related manufacturing in the Cincinnati area exceeds 19,000, whereas the number of employees engaged in automotive manufacturing activity is approximately 13,000.

Cincinnati's labor force expands by roughly 7,000 new employees annually. It's a young labor force; nearly half of the total population is in the working age category of 16 to 45. Employers often express surprise at the number of persons entering the labor force for the first time, or returning after a long absence. This fact is borne out by statistics which indicate that 56 per cent of the households have only one person employed and 21 per cent have two or more persons employed.

Cincinnatians like their jobs, too. In 1971, among the major areas of the United States, Cincinnati enjoyed one of the lowest turnover rates. Perhaps a major influence is the outstanding central business district where over 2.6 million square feet of Class A office space has been constructed since 1968 and another million square feet is now being prepared.

The attractive second-level Skywalk connects major hotels, the Convention Center, and modern office buildings. It creatively separates pedestrian traffic from vehicular traffic, making walking, shopping, working and visiting in downtown a real pleasure.



Frank E. Smith, CCE

Sixty-eight per cent of central business district employment consists of "white collar" office workers. And people work and play and visit downtown at night in Cincinnati. Last year, Cincinnati was judged the sixth safest of the 34 most populated metropolitan areas in the country.

Cincinnati's attractability ratio is good. People come to Cincinnati and they remain here. The cultural tradition of the city, wide choice of residential areas, low cost of living, vibrancy of the downtown area, excellence of recreational amenities, eight area universities and colleges, and great professional sports teams all contribute to an attractive environment.

Try it . . . you'll like it! —F.E.S.

Cincinnati

area on the move

Editorial, Subscription, and **Advertising** Offices, Suite 55 / 309 Vine St. / Cincinnati / Ohio 45202 Telephone 721-3300 (Area Code 513)

Printing Offices, Young & Klein, Inc., 1351 Spring Lawn Ave., Cincinnati, Ohio 45223 **Typography** by typo-set, 2230 Gilbert Avenue, Cincinnati, Ohio 45206.

Greater Cincinnati Chamber of Commerce Officers: President, Walter E. Bartlett, First Vice President, Nelson Schwab, Jr., Second Vice President, Fredric B. Welch; Divisional Vice Presidents Economic Development, Francis L. Dale; Community Affairs, Clint Pace; Operations, James P. Orr II; Secretary, David M. Gantz; Treasurer, Dreson H. Christensen, Assistant Secretary-Treasurer, Hilliard J. Ford Trustees Oliver W. Birckhead; William J. Brown, Robert J. Dineen, Arthur R. Ehrnschwender, Fred W. Garry, Dr. Clifford G. Grulee, Jr., Robert A. Harpenau, Robert L. Herrmann, Gene D. Hoffmann, John Paul Jones, William N. Liggett, Aldon A. McLeod, William J. Miller, John J. Schiff, Charles E. Scripps, George L. Strike, William J. Whittaker.

Chamber Staff: Frank E. Smith, CCE, Executive Vice President; Charles Kramer, Economic Research; George C. Hayward, Planning and Development; Richard L. Gordon, PRSAA, Public Relations; Charles E. Webb, Economic Development, Kenneth W. Wisenbaugh, Economic Development Specialist; Leighton W. Mitchell, Membership Services, Robert A. Bowen, Business Resource Center; Frederick E. Ewing, Government Affairs; Jane Jurszek, Publicity; R. Douglas Marsh, Civic Affairs; Susan Hart, Information Services; Jean Hughes, Accounting Services; Edward A. Wolking, Member Relations; Affiliates: Cincinnati Retail Merchants Association, Charlotte Clift; Community Improvement Corp., Jerry Hurter, Sales and Marketing, Jessie McMullen; World Trade Club, Charles E. Webb.

Send something P.D.Q. on the Allegheny Air System.



Now there's a new system to send important packages on their way, P.D.Q.

Because at one time or another, everybody needs to send something to somebody in a hurry. And that's what P.D.Q. does best.

It may be a parcel of replacement parts, a picture frame, vital reports, films, documents, computer data or almost anything else.

Here's how it works.

Bring your package* to the Allegheny airport ticket counter at least 30 minutes prior to flight time.

We provide everything. Including a declared value that's automatically assumed at $50. A higher value may be declared up to $500. The parcel will be placed in a special P.D.Q. shipping bag, carefully tagged and identified. And that's all there is to it.

Our new P.D.Q. service eliminates details and delays because you pick the specific Allegheny flight for your shipment. There's never any question about what plane it may be on. You know in advance. And we'll even refund half the shipping cost if we miss your schedule.

Minutes after the plane arrives at the destination airport, the package can be picked up at the Allegheny ticket counter or designated area at the destination airport passenger terminal.

P.D.Q. is fast, simple, quick and easy.

The cost? We kept that uncomplicated, too. You can send your rush package to anyplace Allegheny flies from your city. Except to and from Canada. The charge for under 500 miles is only $21 including tax. For over 500, just $26.00. And you prepay your shipment with cash, check, money order or approved credit card.

Put P.D.Q. to work for you the next time you need to send something to somebody in a hurry. Call Allegheny first. And ask for our brand new P.D.Q. service.

ALLEGHENY AIR SYSTEM®
We have a lot more going for you.

*No dimension to exceed 30 inches, maximum weight 50 lbs. Flowers, fruits, vegetables, meat and live animals not acceptable. P.D.Q. service does not apply to flights outside the United States.



Douglas Super DC-9-31 fanjet



BAC 1-11 fanjet



Beech 99 jet-prop



Convair 580 jet-prop

The plane facts about the Allegheny Air System.

Our System now reaches out to over 150 cities in 20 states and Canada. It stretches from the east coast to the midwest and south.

To maintain our expanded service and schedules, we match each destination and route with a specific aircraft, keyed upon matching levels of service with market demands.

At the first level of service is the Allegheny Commuter (independent commuter operators), flying the 15 passenger Beech 99, giving high frequency, short haul service between small and intermediate cities and hub terminals. The 50 passenger Convair 580 jet-prop does the same thing in the denser short-haul markets. The jet routes between hub terminals and other major cities in the Allegheny Air System are served by the 100 passenger Douglas DC-9-31's and BAC 1-11 Fanjets.

All together they make up the flexible, integrated, and increasingly self-sufficient Allegheny Air System. Specific markets call for specific kinds of service. And we give it. By matching capacity to markets, Allegheny has been able to develop new business in our intermediate cities.

Simplifying things even more when our customers fly our Jets they get Jet Custom Class Service. It's all one class from the front of the plane to the back with comfortable 2 and 3 seating on every fanjet flight. And they only pay fares comparable to jet coach on other airlines. And as we tell our customers in all of our advertising, "We have a lot more going for you."

ALLEGHENY AIR SYSTEM®
We have a lot more going for you.









At top, Allegheny's DC-9 readies for take-off at the Greater Cincinnati Airport . . . bottom, from left, two happy travelers, a passenger checks-in, the Pacer 310 gives instant confirmation and schedule information.

Allegheny: Moving up fast

10,000,000 PASSENGERS

PHOTOGRAPHS BY CARL ANN HETTINGER

Copyright not found



Thirty-three years ago Allegheny Airlines, or All American Aviation Co. as it was then known, was flying single-engine Stinson Reliants over a uniquely served air mail system in the eastern part of the United States.

Today, Allegheny is the sixth largest passenger-carrying U. S. domestic airline, with flights ranging from Minneapolis and St. Louis on the west, to Boston and Norfolk to the east.

Between these system extremities lie nearly 150 cities, including Cincinnati, that will produce approximately 10,000,000 passenger boardings for Allegheny in 1972.

And 1972 is particularly significant in that it will be the first real test of the new Allegheny Air System that was produced by the April 1972 merger of the former Mohawk Airlines into Allegheny.

Cincinnati has benefitted directly from the Allegheny/Mohawk merger with new, direct flights to several points impossible for Allegheny to serve under its pre-merger operating certificate. These include Albany, Binghamton and Buffalo, N.Y., and Toronto, Canada.

The Cincinnati-area also looms large in Allegheny's plans for continued route development. Applications are pending before the Civil Aeronautics Board that would permit Allegheny to operate nonstop flights between Greater Cincinnati Airport and Atlanta, Washington, D.C., and Cleveland. If the Cincinnati-Cleveland proposal is approved by the CAB, it would also enable Allegheny to fly direct from Cincinnati to Rochester, Syracuse and Boston.

To serve the increased number of passengers expected to be generated by both existing and new operating authorities, Allegheny will spend approximately $500,000 to expand and modernize its facilities at Greater Cincinnati during the next two years.

Boarding gates will be increased from two to four, all equipped with second-level, all-weather jetway load-

We cater quicker. We cater better.

Quality food and service. Casual or more formal, as you prefer. Make up your own menu. Or select this "finger lickin' good" Kentucky Fried Chicken dinner—3 pieces of chicken, cole slaw, baked beans, and a roll. Paper service included. Groups of 25 to 25,000. Full delivery and setup service available.

For information, call MARK ENGLISH at 291-9070.

CINCINNATI LOVES WHAT THE COLONEL COOKS

It's Finger Lickin' Good

Kentucky Fried Chicken®

Did you think about
THE MIDLAND COMPANY
this morning?









Assets in excess of $250,000,000 and more than 1,600,000 shares of stock outstanding which is traded in the American Stock Exchange (MLA).

MIDLAND-GUARDIAN CO. • M/G TRANSPORT SERVICES, INC. • M.G.C., INC. • ALTAIR HOMES, INC. • CULLIP INDUSTRIES, INC. • GEM HOMES, INC. • HORIZON MOBILE HOMES, INC. • MUSTANG MOBILE HOMES, INC. • TIDEWATER MOBILE HOMES, INC. • GULF STATES MOBILE HOMES, INC. • DUKE HOMES, INC. • MAIN LIFE INSURANCE CO. • AMERICAN MODERN HOME INSURANCE CO. • ATLAS INSURANCE AGENCY • AMERICAN FAMILY HOME INSURANCE CO.

You may not have thought of The Midland Company this morning, but we've been thinking about you and ways to serve you better!

THE MIDLAND COMPANY

111 E. Fourth Street • Cincinnati, Ohio 45202
(513) 721-3777

ing bridges. Ticket counter and baggage claim areas will be relocated, enlarged and modernized.

Allegheny's partnership with Cincinnati goes back to 1968 and its merger with the former Lake Central Airlines, a move that added a number of key mid-western cities to the Allegheny route network.

One of Allegheny's principal efforts in the years following the merger with Lake Central was to streamline the route network to take advantage of the many new marketing opportunities. Pending cases involving Cincinnati are part of the continuation of this program.

At the same time Allegheny began to develop its unique Air System concept, which is based upon matching flight capacity and frequency with individual market demands.

At the first level of the Air System are Allegheny Commuters which provide frequent, well-timed flights between smaller cities and major connecting hubs with 15- to 24-passenger twin-engine jetprop aircraft. Commuter service is provided by well-established local operators, under a contractual arrangement with Allegheny and with approval of the Civil Aeronautics Board.

The next level of the Air System is operated with 50-passenger Convair 580 jetprops, connecting intermediate cities with major hubs. Service in Allegheny's major, high-density and long-haul markets is provided with a fleet of sixty-two 100-passenger DC-9 and 74-passenger BAC 1-11 fanjets.

Today Allegheny operates 20 daily flight departures from Greater Cincinnati, 11 of which are operated with DC-9 and BAC 1-11 jets. Passenger boardings during June, the first full month to show the effect of post-merger scheduling, topped 10,000 for the first time. Allegheny presently ranks fourth among the seven airlines serving Cincinnati in passenger boardings, compared with a position of about sixth only four years ago.

With the absorption of Mohawk an accomplished fact, Allegheny has set down certain corporate objectives to be realized over the next five years. They are:

- To maximize productivity and profitability.
- To become free of federal subsidy support.
- To extend the route system to the west coast and key offline cities.
- To convert to an all-jet fleet.
- To be listed on the New York Stock Exchange.
- To produce annual revenues of half a billion dollars.

Attainment of these objectives will have a pronounced and very positive effect on the traveling public in every city served by Allegheny Airlines.

LET US SERVE YOU NEXT TIME YOU FLY . . .



AIRPORT LIMOUSINE SERVICE
to and from the
GREATER CINCINNATI AIRPORT

DELUXE AIR-CONDITIONED AIRPORTERS . . . Two-way radio dispatched, and exceptional operators make this the recognized outstanding airport service in the country. Connections from Cincinnati and suburban motels and hotels through Northern Kentucky communities to the Airport. Chauffeured Airport Cars available to any place.

GOING TO . . . Downtown Holiday Inn • Terrace Hilton • Stouffer's • Netherland • Sheraton-Gibson • Swifton Center • Carrousel Inn • Drake Motel • Imperial House • Holiday Inn North • Marriott Inn • Howard Johnson . . . WE'LL GET YOU THERE.

CHARTER BUS SERVICE
YOUR OWN GROUP . . . in Luxury Coaches with air-cushioned ride, air conditioning, radio, reclining seats, card tables, bar, and rest rooms for a truly delightful trip at reasonable rates. Phone Sales Dept. 606 431-7000.

CINCINNATI, NEWPORT & COVINGTON TRANSPORTATION CO.

11TH AND LOWELL STREETS, NEWPORT, KENTUCKY

Queen City History

The Violent Old Days

At midnight, March 29, 1884, thousands of Cincinnatians were still awake, gawking from their windows and roof tops at the red glow in the sky; listening to shouts and the clatter of musketry that echoed from the heart of the city.

A raging mob of 2,000 young toughs surged south on Main Street and attempted to loot Powell and Clements' gun store, but were driven off by three clerks who fired indiscriminately into the mob, wounding several rioters. Repulsed, the crowd broke into an adjoining warehouse and stole several barrels of kerosene and then resumed its march toward the courthouse.

Capt. John Desmond and his men of the First Ohio Regiment waited apprehensively behind a hastily-erected barricade of overturned wagons as the rioters bore down upon their position before the courthouse. Overwhelming the militia, the toughs ignited the barrels of kerosene and hurled them into the law library and the records office. Stunned, Capt. Desmond attempted to rally his disorganized troops but as he stood framed against the flames, a sniper's bullet slammed through his throat.

Outraged at the death of the young officer, the militiamen wheeled their gatling gun around to face the mob surging past. The gun hammered out a death knell for the startled rioters. After two days of savagery in which 100 people lost their lives and millions of dollars worth of property was destroyed, the Courthouse Riot of 1884 was over.



Aftermath of the great riot, March 29, 1884

The rioting began in reaction to the relatively light sentence dealt to William Berner, a young German, who with Joseph Palmer, a mulatto, robbed and bludgeoned their employer to death and threw his body into the Mill Creek. The murderers obtained only $1.83. The victim, William Kirk, had been the popular owner of a livery stable in Cincinnati's Over-the-Rhine district.



Courthouse library and records ablaze

When the jury returned a manslaughter verdict for Berner, Judge Samuel Matthews denounced the jurymen and imposed the maximum 10-year sentence. Immediately angry rumors swept through the saloons of upper Vine Street that T. C. Campbell, Berner's defense attorney and a well known Democratic Party spokesman, had bribed the jury. It was believed that Campbell would also attempt to have a fixed jury sworn in for the Palmer trial to obtain an even more lenient prison term for the mulatto defendant. The theory was that this would help woo Black Republicans over to the "sympathetic" Democratic Party.

That night over 8,000 Cincinnatians met at City Hall to hear protest speeches by Dr. A. C. Kemper and Gen. Andrew J. Hickenlooper. Soon calm indignation gave way to outrage, and a mob poured out of the Over-the-Rhine area to assault the jail and lynch Berner and Palmer. But Sheriff Mort Hawkins, anticipating trouble after the verdict, had wisely sent Berner to Columbus by train. The mob, finding the young German unavailable for permanent rehabilitation, then directed its anger toward the city police.

Cincinnati had a turbulent character. In 1884, 56,000 persons, out of a population of 252,000, were arrested on charges ranging from drunkeness and petty theft to aggravated assault (9,201) and murder (308). The disorder was heightened by the city's sudden bursting growth in population and industry during the late 1860's. Commerce flowed into the city over the great highway provided by

the Ohio River. But by 1875 the city felt the pull of a counter current, as the rail lines reached past the Queen City, transporting vast cargoes on to Chicago.

One contemporary community figure despaired, "This last decade of our city's life has been so lamentably lacking in initiative, in aggressiveness, in large accomplishment. Our progress has been so slow and our growth so inadequate that we begin to suspect our own inefficiency."

Then nature unleashed a series of devastating disasters. In the '70's, at least five cholera epidemics and one yellow fever attack, swept the city. In February, 1883, the worst flood in Cincinnati history up to that time choked off transportation into the community for two months, inundated 1,500 businesses and left gas and water facilities only spasmodically available. Melville Ingalls, a community leader, attempted to rally the flood weary citizens with a plan calling for a million dollar bond issue to erect flood control gates. He further proposed that the project be divorced from municipal politics and that qualified experts be engaged to handle the financing and construction of the gates. John McLean, head of the city Democratic organization, failed to endorse the Ingalls proposal and the plan was accordingly scrapped by the Ohio General Assembly.

Community resentment of McLean turned to pure animosity when the next year in February, an equally destructive flood again engulfed the city leaving 2400 people homeless. The same month, the revelation that 36 city employees had embezzled funds appropriated for the city infirmary caring for flood victims, created a general public uproar.

As the Cincinnati historian J. S. Tunison noted: "A public which knows that by its indolence it has deserved the contempt shown toward it by its own servants and officers, becomes all the more dangerous when its patience is at last exhausted." And *then* William Berner beat the hangman's noose!

The Courthouse Riot of '84 at long last spurred the better citizens of the community into real action. The Republican Party in Cincinnati, realizing the opportunity for breaking 14 years of Democratic control, urged creation of an Honest Election Committee. One objective was to obtain a force of United States marshals to supervise the national election of 1884. A number of leading figures in Cincinnati business circles created such a committee and the Federal Government promised the marshals to assure legitimate balloting. For years, fraudulent elections had been openly maintained by the Democratic organization in Cincinnati.

Feelings ran high when the U.S. marshals arrived in Cincinnati. The Democratic Party promptly appointed an equal number of deputy sheriffs to supervise the supervisors. The evening before the election trouble erupted when a policeman was shot and killed while attempting to arrest a Black during a political brawl at Sixth Street and Freeman Avenue. A U.S. marshal arrived at the intersection and promptly shot down the gunman.

As the early November sun crept over tile roof tops and filtered through kitchen windows of compact city houses, it offered fine light for citizens oiling and cleaning their weapons before they ventured forth to exercise their democratic privilege.

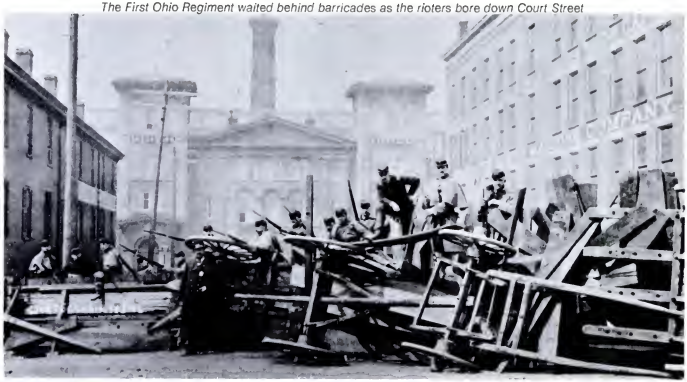
Charles P. Taft described some of the events which took place on that election day: "My father was judge of elections at a polling place on Central Avenue, and about the only man in the place without a revolver. One little Irishman eventually would have shot it out with a political enemy on the inside, if fortunately he had not been shot in another precinct during an interval. But a deputy sheriff drew on a marshall in the street just outside the door and was shot and killed by his quicker opponent."

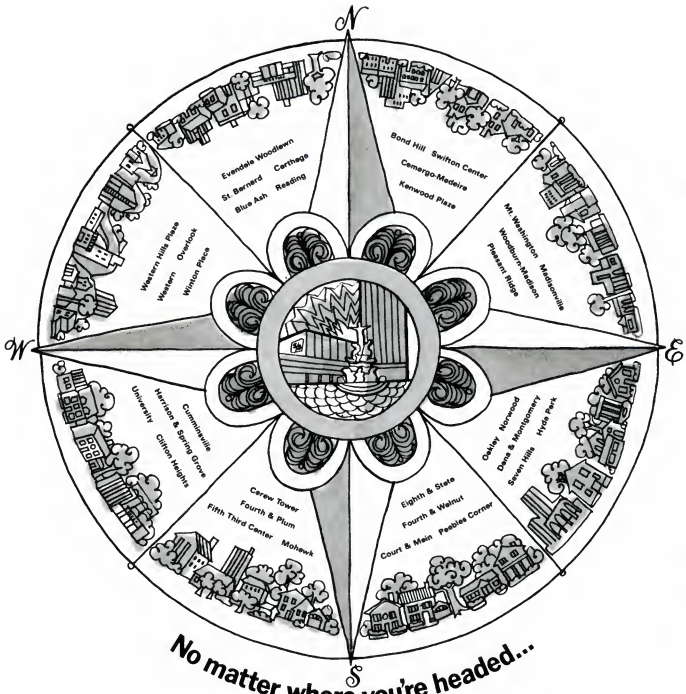
The Republicans carried Hamilton County with a sizeable majority, even though nationally, Blaine, the Republican presidential candidate, was defeated by Cleveland. With this initial Republican victory, the foundation for a new era in Cincinnati history was established.

Certainly there was more turbulence to come in later years. But, for the time being, Cincinnati's good burghers, appalled by the Courthouse Riot and other violence, let it be known that they wanted better conditions in their city.

— JOHN CARRY

The First Ohio Regiment waited behind barricades as the rioters bore down Court Street





No matter where you're headed...

we are where you are.

No matter where you're going—toward work, shopping, or home—chances are you'll find a convenient office of Fifth Third Bank. Waiting to serve you, no matter what your banking needs.

No matter where you're headed in your life as well, Fifth Third is there. Whether it's for a savings account for your child, a loan for an automobile or major appliance, or money to start your own business, Fifth Third is waiting to help.

So, wherever you're moving—toward your neighborhood or your future—we are where you are.

FIFTH THIRD BANK

We are where you are.

Member F D I C /Federal Reserve System



When Life's In The Balance...



. . . you don't worry about the family budget. You want the best. Nothing less.

But what would unexpected doctor bills — especially for a serious illness — do to your budget? Force you to break into the family savings?

Blue Shield has a solution that helps assure the best of medical care—*and* a balanced budget.

It's called U.C.R. We call it that because it pays usual, customary and reasonable charges for virtually all covered medical services.

In most cases, U.C.R. matches what doctors charge.

It even pays for things not normally covered under most other programs. Like assistant surgeon's charges, consultations and radiotherapy. Diagnostic tests, too.

Blue Shield U.C.R. can put your medical program in balance by taking the financial crisis out of medical care.

If you have five people or more where you work (including the boss), you're eligible to start your own U.C.R. group.

Call us for details.

Blue Cross & Blue Shield • Southwest Ohio Offices in Cincinnati/Dayton/Hamilton/Portsmouth/Springfield

Stouffer's

the

inn-ovator

It'll be the beginning of a beautiful friendship when you let us make your convention, banquet or meeting a little bit nicer.

You'll find:

our facilities . . . inn-clusive

(462 inn-describably lovely rooms and suites)

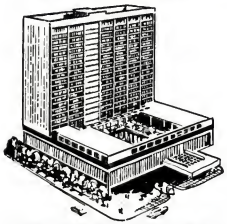
our service . . . inn-spirational

our food . . . inn-comparable

(and the Marco Polo Room decor . . . inn good taste)

cocktails and inn-tertainment nightly in Yangtze Clipper Lounge

inn-quire downtown, 5th & Elm across from Convention Center or phone (513) 721-8600 and be inn-pressed!



CINCINNATI INN

we put the INN in CincINNati

What to do, where to go, what to see,



Japanese hostesses greet guests visiting the Nikko Inn

Kimona-clad, doll-like hostesses welcome guests with graceful bows and curtsies. The striking Oriental decor creates the atmosphere of a quaint Japanese country inn, complete with formal gardens.

The Nikko Inn, near Montgomery, is celebrating an anniversary this month, marking the 10th year it has offered authentic Japanese cusine to Greater Cincinnatians.

Entering the Nikko Inn is a trip into the serene world of ancient Japan. The Tatami Room offers seating on deep floor cushions placed before low tables. A conventional dining room is provided for those who prefer the Western style of tables and chairs. The choice between chopsticks and forks is left to the guest. But then, who would enjoy sukiyaki without using a chopstick?

Several entrees, including Genghis Khan, a relatively new Oriental dish, are prepared in heavy iron pots at each table.

The Nikko Inn is the only Japanese restaurant in the tri-state area. It is also one of six recipients of the Mobile Guide Three-Star Award for Excellence in Greater Cincinnati. Reservations are required.

Theatre

Playhouse in the Park Fall Festival. "The Rivals," an 18th century comedy of manners; "The Crucible," by Arthur Miller, "Baboon!!!," an original play by Word Baker and Maria Irene Fornes will be presented in repertory, October 1 through November 4. For performance times and ticket information call: 421-3888.

The Most Happy Fella, the tenth anniversary presentation of the Cincinnati Theatre, Octo-

where to eat: a proper guide to Cincinnati



Word Baker flanked by the mini-rep company of the Playhouse

ber 1-7. For ticket information call: 381-3525.

Forty Carats, a sophisticated comedy presented by the Mariemont Players. October 6-8; 13-15; 20-22. For ticket information call: 831-3217.

Moveable Parts, Cincinnati's only improvisational theatre group performs Monday-Wednesday at Mahogany Hall, Mt. Adams and Thursday and Saturday at the Little Club of the Lookout House.

Purlie, opens October 9 at the Schubert. For ticket information call: 241-1230.

Festivals

Cultural Fair, Euclid, Ohio. October 1.

Wonderful World of Ohio Mart, Stan Hywet Hall, Akron, Ohio. October 5-8.

International Mining and Manufacturing Festival, Cadiz, Ohio. October 5-8.

Columbus Day U.S.A. Celebration. Columbus, Ohio. October 5-9.

Gourd Show, Mount Gilead, Ohio. October 7-8.

Holmes County Antique Festival, Millersburg, Ohio. October 7-8.

North American Dairy Show, Ohio Expositions Center, Columbus, Ohio. October 7-12.

Fall Festival, Ashtabula, Ohio. October 12-14.

Gourd Festival, DeGraff, Ohio. October 12-14.

Bob Evans Farm Festival, Rio Grande, Ohio. October 13-15.

Mum Festival, Tipp City, Ohio. October 14.

Apple Butter Stirrin' and Corn Huskin' Bee, Roscoe Village, Coshocton, Ohio. October 14.

Algonquin Mill Fall Festival, Petersburg, Ohio. October 14-15.



14 kt. gold-filled, water resistant, sweep second hand, calender, luminous dots and hands. $195.

Are You A Two-Timer?

Be one—acceptably!

If you're 50 miles away or on another continent, a glance will tell you the time at home as well as where you are at the moment.

Accutron's electronic timepiece, accurate within a minute a month, has individually set local time zone hand, base time, read-out indicator and runs automatically.

Your wife will approve. She'd never want you to be a two-time loser!

Herschede

4 W. FOURTH — KENWOOD PLAZA
TRI-COUNTY CENTER — HYDE PARK SQUARE

Pigall's

127 West Fourth
Cincinnati
introduces
CHEF
CHANTREAU

Winner of both the Best Chef of France and Best Pastry Chef of France Awards.

With the able assistance of our superb staff, he will continue to provide the authentic French cuisine for which Pigall's has become world-famous.

La Proprietaire: Nanette
For Reservations Call
(513) 721-1345



for the man who treasures the finest...
BROOKS BROTHERS NECKWEAR
made by us in exclusive colorings

There is no department at Brooks Brothers in which you will find men more absorbed in selecting and comparing than at our famous neckwear counters. For nothing is more personal—and indicative of one's taste—than neckwear. That is why every color and pattern of our neckwear is so carefully chosen by Brooks experts...and why we make our renowned English silk Rep stripes, English silk foulards, wool challis and Ancient Madders in our own workrooms. This season you will find our neckwear in both 3¼ and 4 inch widths.

Our Own Make Neckwear, $5.50 to $15

ESTABLISHED 1818

Brooks Brothers
CLOTHING
Mens & Boys Furnishings, Hats & Shoes

100 EAST FOURTH STREET
CINCINNATI, OHIO 45202



"Purlie" at the Shubert Theatre

Putnam Pilgrimage, Putnam-Zanesville, Ohio. October 15.

"Walk With Nature", St. Mary's, Ohio. October 15.

Pumpkin Show, Circleville, Ohio. October 18-21.

Fall Festival of Leaves, Bainbridge, Ohio. October 20-22.

Fall Foliage Tour, Coshocton, County, Ohio. October 21-22.

Community Flea Market, Burton, Ohio. October 22.

Halloween Parade, Chillicothe, Ohio. October 28.

Old-Time Turkey Shoot, Au Glaize Village, Defiance, Ohio. October 29.

*For additional information call: 614-469-4055.

Television

WCET, Channel 48.

Antigone, Jean Anouilh's play based on the classic Greek drama by Sophocles. October 7.

Medea, Maria Callas stars as a sorceress who kills her children because their father has been unfaithful. October 14.

New Actors for the Classics, graduates of the Juilliard School's first four-year drama course demonstrate various acting styles. October 21.

Throne of Blood, Akira Kurosawa's 1957 film, based on Shakespeare's "MacBeth". October 28.

Sports

The Cincinnati Reds. Riverfront Stadium. For ticket information call: 421-4510. Los Angeles, October 1, 2:15 p.m.; Houston, October 3, 8:05 p.m.; Houston, October 4, 8:05 p.m.
*National League Championship Series in Cincinnati, October 9, 10, 11. World Series in Cincinnati, October 14, 15, 21, 22. *These dates are tentative at press time.

The Cincinnati Bengals. Riverfront Stadium. For ticket information call: 621-3550. Denver, October 8, 1 p.m.; Houston, October 29, 1 p.m.

University of Cincinnati Football. Nippert Stadium. For ticket information call: 475-3536.

To accommodate 1,000 delegates you'd have to storm a castle!

Staging a peasants' revolt a thousand strong, a regal ball, a ribald convention or a quiet conspiracy over cocktails?

We suggest the Cincinnati Rowntowner.

We're in business for businessmen who have a job to do or a job to get away from!

The Rowntowner is Greater Cincinnati's only motor castle, a fortress of seclusion in a cloverleaf moat.

A touch of Old England on South I-75. Just a ten minute trot between the Airport and Downtown.

You'll find splendor and spaciousness in Rowntowner's Canterbury Hall. Seat a convention delegation of 1,000 (or more, with closed-circuit TV) in this massive hall of cypress, cedar and chandeliers.

Lighting and electronics for every need, every occasion. A sumptuous feast or tempestuous stage-show. Anything from white gloves and caviar to peanuts and blue jeans.

Convert the hall into as many as five separate soundproof areas for exhibits, sales presentations or round-table sessions.

Try Rowntowner's Parliament Hall for groups up to 300 or our private, pool-side conference rooms for groups from 10 to 30.

Discover the intimacy and excitement of Rowntowner's Crossbow Taverne. Drink, dine, dance and be entertained in our restaurant and lounge.

Dinners served well after dinner time. Entertainment and dancing 6 nights a week.

And for a lightning lunch, the businessmen's Jet Buffet.

At the Cincinnati Rowntowner, we're prepared for a takeover. Any size. Any strength. Any time. 230 rooms. (Or just one.)

Ask for our complete CONVENTION PLANNING KIT. We'll help you put it all together. Banquets to Bar Mitzvahs. Mini-meetings to mass migrations. Write or call us today.

All major credit cards honored.

Slip in the side door . . . or take us by storm!

Cincinnati

Rowntowner Motor Inn

I-75 at Buttermilk Pike
Ft. Mitchell, Kentucky 41017
(606) 341-2800



Thank You Greater Cincinnatians
for your valued patronage which
helped to make our first
10-years a great success.

NIKKO INN
10th ANNIVERSARY
★ ★ ★
Eighth consecutive year of Mobil
Guide 3-star Award for Excellence
A Cincinnati Adventure
GENGHIS KHAN • TERIYAKI STEAKS
SUKIYAKI • TEMPURA
Cooked and served ceremoniously by
doll-like Japanese girls in oriental dress.
Cocktails in Bamboo Bar
Dinner 5:30 PM Weekdays • Closed Sunday
PHONE 683-0913 FOR RESERVATIONS
3 miles north
of Montgomery on
Montgomery Rd.
at Mason Rd.
NIKKO INN
MASON
MONTGOMERY



Johnston Collection at the Art Museum

Ohio University, October 7, 8 p.m.; Louisville, October 20, 2 p.m. (Homecoming).

Xavier University Football. Xavier Stadium. For ticket information call: 754-3411.
Marshall, October 14, 2 p.m.; Youngstown, October 28, 2 p.m.

The Cincinnati Swords Hockey. Cincinnati Gardens. For ticket information call: 351-8700. All games begin at 7:35 p.m.
Providence, October 8; Cleveland, October 15; Hershey, October 22; Tidewater, October 26; Nova Scotia, October 29; Baltimore, October 31.

Cincinnati Polo Club. Stark Field, Kenwood and Cornell Roads. Detroit, October 1, 3 p.m.

Golf. Daily from 7 a.m. until dusk.
Winton Woods, Sharon Road, west of Winton Road, 825-3770.
Sharon Woods, Swing Road, off Cornell Road, off Reading Road, 769-4325.
Miami Whitewater Forest, 8801 Mt. Hope Road, 376-4627.
Avon Fields, 4081 Reading Road, 231-4734.
Neumann, 7215 Bridgetown Road, 574-1320.
Reeves, Beechmont and Wilmer (Lunken Airport), 321-2740.

Wrestling. Cincinnati Gardens. October 10 and 24, 8 p.m.

Galleries

Bissinger Gallery. Carew Tower Arcade (241-8182) Open Monday-Saturday, 10 a.m.-5:30 p.m. The work of wildlife artists and a Limited Edition Collector Nature Study Plants by Gerhardt Miller on display during October.

The Cincinnati Art Museum. Eden Park (721-5204). Open weekdays, 10 a.m.-5 p.m.; Sunday 1 p.m.-5 p.m.
Mark Tobey: A Decade of Printmaking, a review of the graphic art of a contemporary American. On display until November 27.
Honoré Daumier and Thomas Nast: Political Commentary through Prints. On display until November 27.
Mary E. Johnson Collection of Modern European and American Paintings opens October 7.

The Contemporary Arts Center. 115 East Fifth Street (721-0390). Open Tuesday-Saturday, 10 a.m.-5 p.m.; Sunday, 1 p.m.-5 p.m.
Christo—Alternative Landscape: Valley Curtain Project and other works dealing with the landscape in a contemporary manner. Opens October 5.

The Eye Opener Gallery. 1041 St. Gregory

After "that day"...



Loll
forty three
with its own sidewalk cafe
overlooking Fountain Square Plaza!



An elegant lounge where you'll learn the meaning of "loll" . . . to lounge, lean, relax lazily. Buffet luncheons at noon . . . Free hot hors d'oeuvres during cocktail hours. In the evening enjoy live music of gold record winner, Jon Thomas.
Noon fashion shows daily Monday through Friday with models from Lillian Galloway.
Loll forty three . . . the place to unwind!

DUBOIS TOWER • OPEN SUNDAYS!

A COMPANY ON THE MOVE IN AN AREA ON THE MOVE

We're literally moving, not far, but we thought you should know because it represents growth and progress for us and our "Area on the Move".

The parent company, Cincinnati Financial Corporation, is a diversified holding company, incorporated in 1968, and through its subsidiary, the CFC Investment Company, is expanding into many phases of financial programs. The leasing division was established in 1972.

The principle subsidiary, The Cincinnati Insurance Company was incorporated in 1950. It has assets exceeding $55,000,000 and policyholders surplus of over $20,000,000. A steady, profitable growth record that assures you of unexcelled insurance service. The company from its inception has been a leader in policy innovation for personal, business and institutional insurance needs. Business is currently being written in ten states.

We like to think of ourselves as a "home grown" creation. We like our Cincinnati name, and boast most proudly that we were created by native Cincinnatians. If you really stop to think about it, there are not many "native type" companies around. Seemingly at one time everyone looked eastward for their insurance. We think we may have reversed that trend.

Yes, our company is on the move and we are justifiably proud, but we are also very proud to be a part of an "Area on the Move".



CINCINNATI FINANCIAL CENTER

The former Glenmary Mission Building, a Cincinnati landmark, in the Tri-County area, has a completely renovated modern interior. Its beauty and old world charm of the Georgian Style exterior is intact and its 12 acre landscaped grounds lends an imposing setting. Like to move in with us? Lease space is available. Call 771-2000.

THE Cincinnati Insurance Company

A Subsidiary of

CINCINNATI FINANCIAL CORPORATION

PROGRESS CIC PROTECTION

The Cincinnati Insurance Company, a subsidiary of Cincinnati Financial Corporation, Cincinnati Financial Center, Cincinnati, Ohio, (513) 771-2000.

Over 2100 stockholders, all interested in a growing corporation serving the needs of the public. Our stock is listed daily in the stock section of both Cincinnati newspapers, and The Wall Street Journal.

McAlpin's



Camel Fleece
Sport Sophisticates
by John Meyer

John Meyer makes separates that live along with you . . . a little more relaxed with fewer unnecessary details. These in luxurious camel wool fleece, misses' 8-16. Hi-collared wrap jacket with 2 pockets & vented back. $65

Black zippered turtleneck, misses' 34-40. $14

Front-zip straight-leg pant. $28

McAlpin's better sportswear, 3rd floor • all stores



Library offers Civilisation film

Street (381-5709). Open Tuesday-Saturday, 12 noon-6 p.m.; 8 p.m.-midnight; Monday, 12 noon-6 p.m. Prints and sculpture by Paul Levy on display until October 15.

Hiestand Hall Gallery, Miami University, Oxford, Ohio.
African Sculpture from the Segy Gallery in New York on exhibition until October 6.
Miami Art Faculty Exhibition, October 8-20.
Intaglio prints and drawings by George Brownlee on exhibit, October 22-November 3.

Studio San Guiseppe, College of Mt. St. Joseph, Delhi and Neeb Roads. Open Monday-Friday, 9 a.m.-5 p.m.; Sunday, 12 noon-5 p.m.
Painting and sculpture on display thru October 10.
Preview '73, a biennial show of work by Midwest artists, October 15-November 5.

Carl Solway Gallery, 204 West Fourth Street (621-0069). Open, Monday-Saturday, 10 a.m.-5:30 p.m. "Paintings and Process", the first exhibit of work by John Clem Clarke and graphics and tapestries by Jim Dine on display until October 15.

Studio 23. 1077 Celestial Street. Open Saturday and Sunday, 11 a.m.-5 p.m. Features watercolors and polymer by Ruthe Pearlman and Ruth Ibold.

Thomas More College Gallery, 2701 Turkey Foot Road, Ft. Mitchell, Ky. Open Monday-Friday, 7:30 a.m.-4:30 p.m.; 6 p.m.-10 p.m.; Saturday, 2 p.m.-4:30 p.m.; 6 p.m.-10 p.m.; Sunday, 9 a.m.-3 p.m. Faculty art show on exhibit until October 8.

John Ruthven Wildlife Art on display at the Cincinnati Nature Center, 4949 Tealtown Road, Milford, Ohio, October 14-29.

Films

Main Public Library Films on Friday. 800 Vine Street, Second floor theatre.

Youth and the Generation Gap, a series of three films: Claude, Al Stacey Hayes and The Invention of the Adolescent. Shown at 12 noon and 1 p.m., October 6.

The Light of Experience, the arts of 17th century Holland. Film number eight in the Civilisation series. Shown at 12 noon and 1 p.m., October 13.

The Making of a President: 1968, the primaries, election and important events during the 1968 campaign. Shown at 12 noon, October 20.



a haven of old world charm in a frantic age!

GERMAN-AMERICAN CUISINE

RHINE ROOST LOUNGE

Grammer's 100 years
1872-1972
1440 Walnut Street at Liberty
721-6570 · FREE PARKING

A restaurant without equal in Cincinnati

McIntosh's steak'n kettle
GALBRAITH RD. AT I-75 (EXIT 18)/821-1300
Open for Lunch & Dinner Daily including Sunday
AMPLE FREE PARKING

A restaurant without equal in Cincinnati

McIntosh's steak'n kettle East
At the Regency
2444 MADISON RD./HYDE PARK/871-1015
Open 11 A.M. Daily, 5 P.M. Saturday, 4 P.M. Sunday
AMPLE FREE PARKING



Advancement at Xavier

Xavier—Cincinnati's 141-year old Jesuit university is ready to contribute to your advancement through:

- management and business administration courses at the master's level offered at times convenient for busy executives,
- undergraduate courses for your sons and daughters in liberal arts and sciences, business administration, and pre-professional preparation,
- programs in continuing education for people of all ages covering a full spectrum of practical, cultural and leisure-time interests.

You—can contribute to the advancement of Xavier University through your personal commitment to and your company support of the Xavier University Advancement Fund—now launched—to raise $15,000,000.

If you believe that America's dual system of private and public education is one of our nation's greatest strengths and should be preserved to safeguard academic freedom, private enterprise, and educational creativity,

If you can take the time to ask someone who has attended Xavier about the quality of its programs,

If you are looking for a campus with character, conviction, and people who care about your future . . .

Then—go for advancement at Xavier.

Call or write **Xavier University Advancement Program** Cincinnati, Ohio 45207 Area 513 745-3571

5 of the top professionals in MONY'S Queen City Agency


Stan Keller, C.L.U.


Harold Kress, C.L.U.


David Spritz


Tom Young, C.L.U.


Ed Moeves

MONY

Serving Cincinnati over 127 years

J. F. Wagner, C.L.U.
Manager

MUTUAL OF NEW YORK
The Mutual Life Insurance Company of New York

820 4th & Walnut Building
Cincinnati, Ohio 45202
(513) 621-4680



Minority business exposition

The Role of a Congressman, a study of two Congressmen from contrasting districts and political parties and **Where Were You?**, a look at the behind the scenes operation of political parties. Shown at 12 noon and 1 p.m., October 27.

Cincinnati Museum of Natural History, 1720 Gilbert Avenue. Films shown each Saturday and Sunday, 2 p.m. and 3:15 p.m.

American Bald Eagle and Biography of a Bee, October 1.
Follow the Wind to Cousin and Animals That Fly, October 7, 8, 14 and 15.
Dinosaurs—The Terrible Lizards, Message from a Dinosaur and Expansion of Life on Land, October 21, 22, 28 and 29.

Special Events

A Star is Born, a special program presented through October 21 at the Cincinnati Museum of Natural History Planetarium, 1720 Gilbert Avenue. Performances, Saturday at 2 p.m. and 3:15 p.m.; Sunday at 1:45 p.m., 2:45 p.m.

Financial Analysts Federation Fall Conference, Stouffers Inn, October 8-11.

Weight Control, a health lecture presented by the Public Library, 800 Vine Street, October 12, 3 p.m.

A History of the Cincinnati Observatory on Mt. Adams, a lecture by Dr. Paul Herget, sponsored by the Cincinnati Historical Society. October 11, 8:30 p.m. in the Adams Emery Wing of the Art Museum, Eden Park.

The Cincinnati Nature Center, 4949 Tealtown Road, Milford, Ohio, 831-1711.
Fall Safari Preview Meeting, October 6, 7:30 p.m.
Biology Program for Children, October 7, 10 a.m.
Fall Safari to Hocking and Vinton Counties, Ohio, October 13-15.
Environments: Ancient and Modern, October 21 and 28, 10 a.m.

Nature Walk in Northside Woods, sponsored by the Cincinnati Park Board. October 22, 3 p.m. Hikers meet at Crawford and Dane Avenues.

Children of the World, a special program sponsored by the Main Public Library and all branches. October 10-24. For information call: 241-2636.

Expo '72, an annual business and cultural exposition by minority businesses, featuring seminars, exhibits and cultural displays.

1873 businessmen will escape routine and enjoy lunch with us next week.

Why not be among them?

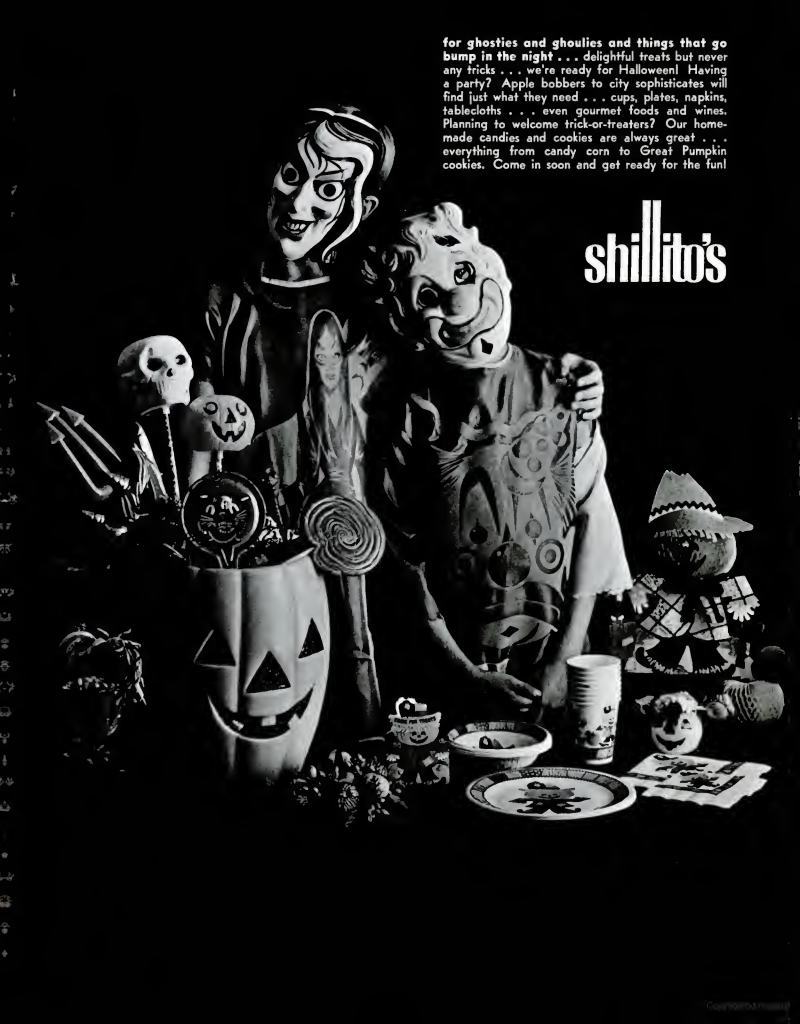
food, service and atmosphere combine to perfection at

Shuller's
WIGWAM
Hamilton Ave. & North Bend Rd., College Hill
for reservations phone . . . 541-7825

While you're telling him about
your highly skilled personnel
your competitive price schedule
and your track record

we'll be telling him something of your taste in restaurants.

el greco
(bring a client over for lunch)
2490 alexandria pike · southgate, kentucky
441-6600


for ghosties and ghoulies and things that go bump in the night . . . delightful treats but never any tricks . . . we're ready for Halloween! Having a party? Apple bobbers to city sophisticates will find just what they need . . . cups, plates, napkins, tablecloths . . . even gourmet foods and wines. Planning to welcome trick-or-treaters? Our home-made candies and cookies are always great . . . everything from candy corn to Great Pumpkin cookies. Come in soon and get ready for the fun!
shillito's

Mabley & Carew
CINCINNATI, OHIO



The junior place

JONATHAN
LOGAN
LAYERS

Pure class for the career gal. Dolman half sleeve dress over ribbed turtleneck sweater. Natural with dark brown in wool blend knit.
Sizes 5-13 . . . $48

The Junior Place,
Second Floor;
all 4 Cincinnati stores.
381-2030.
CHOOSE IT . . . CHARGE IT!



Enjoy fall at the Cincinnati Zoo

Cincinnati Convention and Exposition Center, Sixth and Elm Streets. October 27, 4 p.m.-11 p.m.; October 28, 11 a.m.-11 p.m.; October 29, 1 p.m.-10:30 p.m.

Young Friends of the Library Fall Meeting, October 27, 4 p.m., Main Public Library, 800 Vine Street.

Horseback Riding available at Winton Woods, Monday-Friday, 12 noon until dark; Saturday and Sunday, 9 a.m. until dark. For information call: 931-3057.

The Cincinnati Zoo. 3400 Vine Street. Enjoy fall with the animals at the Zoo. Open daily, 9 a.m. until dark.

15th Annual Fantasy Ball to benefit St. Francis Hospital. October 28, Netherland-Hilton Hotel.

Museums

Cary Cottage. Home of Alice and Phoebe Cary, Ohio's first poetesses. Located at Clovernook Home for the Blind, 7000 Hamilton Avenue. Open Monday through Friday, 9 a.m. - 4 p.m.

Cincinnati Fire Museum. An exhibition of antique fire apparatus and equipment. 337 East Ninth Street, Open daily 1 - 4 p.m. and 6 - 9 p.m.

Hebrew Union College Museum. A collection of Jewish artistic heritage, rare books and archeological discoveries. 3101 Clifton Avenue. Open Monday through Friday, 9 a.m. - 5 p.m.

Museum of Natural History and Planetarium. A collection of local and world-wide shells, minerals, fossils, birds, mammals, reptiles, pre-historic artifacts and a unique wilderness trail. 1720 Gilbert Avenue. Open Monday through Saturday, 9 a.m. - 4:30 p.m.; Sundays 1 p.m. - 5 p.m. Planetarium programs Saturday and Sunday afternoons.

Taft Museum. A Cincinnati historical landmark containing priceless art collections. Open weekdays 10 a.m. - 5 p.m.; Sundays and holidays, 2 p.m. - 5 p.m. 316 Pike Street.

Trailside Museum. Nature museum located in Burnet Woods (Clifton). Open weekdays, 10 a.m. - 5:50 p.m.; Sundays, 2 p.m. - 5:30 p.m.

Hauck House. Located on historic Dayton Street, the home of famous brewer John Hauck. 812 Dayton Street. Open Thursday, 10 a.m. - 4 p.m. Special tours by appointment: 721-4506.

GOURMET
Restaurant



INTERNATIONALLY
FAMOUS FRENCH CUISINE
SERVED IN NEWLY
APPOINTED ELEGANCE

DINNER FROM 5:30 P.M. TO MIDNIGHT
MONDAY THRU SATURDAY

THE
TERRACE
HILTON

celestial
restaurant atop mt. adams



elegant dining set in a panoramic city/river view. wine selections extraordinary. live entertainment nightly. post theatre crêpes to 12 am. 1071 celestial street in the highland towers...241-4455

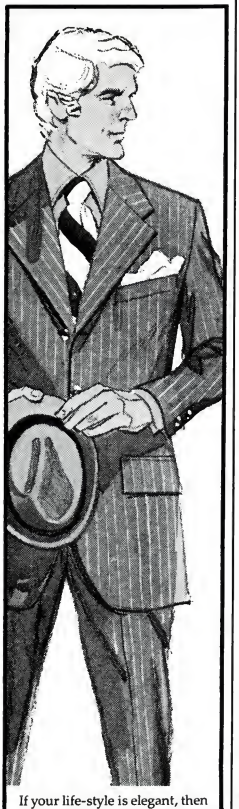
SERVING YOU AT THE GREATER CINCINNATI AIRPORT



SkyChefs

BANQUET FACILITIES
Terminal Restaurant up to 60 people. Flagship Inn up to 200 Plus Meeting rooms and live entertainment. Terminal Restaurant famous for their Saturday Night & Sunday Specials.

TERMINAL RESTAURANT — 371-5553 FLAGSHIP INN — 371-4800



If your life-style is elegant, then the Southwick tradition should suit your style.

Southwick
a tradition among gentlemen.

BURKHARDT'S
Cincinnati
Louisville · Dayton

Music

The Cincinnati Symphony Orchestra. Music Hall. For Ticket information call: 241-8121 or 241-1038.

Thomas Schippers, conducting, featuring Ruggiero Ricci, violinist and Barry Green, string bass. October 6 and 7, 8:30 p.m.
Ballet Evening, Carmon DeLeone, conducting, featuring dancers Edward Villella and Patricia McBride. October 13 and 14, 8:30 p.m.
Thomas Schippers, conducting, featuring pianist Alicia de Larrocha. October 20, 11 a.m. and October 21, 8:30 p.m.
Thomas Schippers, conducting, featuring the University of Cincinnati Choir and Choral in an evening of Brahms. October 27 and 28, 8:30 p.m.
8 O'Clock Concert featuring Phyllis Diller, October 29, 8 p.m.

University of Cincinnati College-Conservatory of Music. For ticket information call: 475-2683.
Strader Series, featuring theatre organist, Ann Leaf. October 7, 8 p.m., October 8, 4 p.m. Recital Hall.
LaSalle Quartet Series, October 24, 8:30 p.m. Corbett Auditorium.
Recital featuring Lynn Harrell, 'cello and James Levine, piano. October 26, 8:30 p.m. Corbett Auditorium.

Big Band Festival featuring Bob Crosby, Margaret Whiting and "Sounds from the Forties". October 13. Taft Auditorium. For ticket information call: 241-1038.

Tune-In, live concert by and for young people. Sponsored by the Main Public Library, 800 Vine Street. October 21, 3 p.m.

The Cincinnati Ballet Company. For ticket information call: 961-4013.
CCM Noon-time Dance Series, October 5, 12:30 p.m., Patricia Corbett Theatre.
CCM Twilight Dance Series, October 5, 5 p.m., Patricia Corbett Theatre.
College of Mt. St. Joseph Art Series, October 12, 8:30 p.m.

Dining Out

Restaurants and lounges acceptable for evening dinner and/or entertainment make up this roster. Because of limited space, the listing changes from month to month. The editors invite reader reports. Abbreviations: R — make reservations; AE — American Express; BA — Bank Americard; CB — Carte Blanche; DC — Diners' Club; MC — Master Charge.

AMERICAN

Annette's. Elegant, yet moderately priced. Specializing in steaks, prime rib and seafood. Kenwood Mall, 793-1020. Open Monday-Thursday, 11:30 a.m.-midnight; Friday and Saturday until 2:30 a.m.; Sunday, noon-8 p.m. (AE, DC, BA, Own).

The Atrium. Dinner by candlelight, featuring Continental and American fare. Hospitality Motor Inn, 8020 Montgomery Road, 793-4300. Reservations available for up to 300. Open Monday-Saturday, 11:30 a.m.-11:30 p.m., Sunday, 5-9 p.m. (AE, BA, MC, DC, Sohio).

Coach Stop Restaurant. Excellent food,

THE ATRIUM

A Great Restaurant

Dinner 5:30 - 11:00
Lunch 11:30 - 2:00
Sunday 5:00 - 9:00
Private reservations to 300

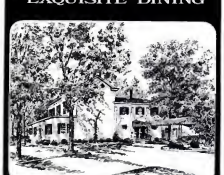
The
Frank Gorman Trio

hospitality motor inn

8020 Montgomery Road
Cincinnati, Ohio 45236
(513) 793-4300

at I-71 Behind Sohio Station

EXQUISITE DINING



THE HERITAGE
HISTORIC LANDMARK SINCE 1827

7764 Wooster Pike

Reservations 561-9300

CINCINNATI's INN GROUP solves meeting planners' problems:

Theme's In ho hum's Out

A colorful theme combined with the built-in decor of INN GROUP function rooms can eliminate ho hum meetings.

You can develop your meeting, reception or presentation into a bright, exciting event by simple costuming . . . so your members go home with vivid memories and renewed enthusiasm. Count on us to help with props and costuming ideas, too.



NAUTICAL
WINDJAMMER's rooms = Chart; Admiral's Quarters

HAWAIIAN
HOWARD JOHNSON's rooms = Hawaiian Village; Captain's; Coach; Summit; Quorum; + 5 suites

SWISS
KINGS ISLAND INN's rooms = Alpenhorn + 3 suites

MEXICAN
CARROUSEL INN's rooms = Fiesta; El Toro; Silver; Gold; Medallion; Cascade + 5 suites

OLD WEST
FRONTIER TOWN's room = Town Hall

CARIBBEAN
MARRIOTT INN'S rooms = Nautilus; Bimini; Jamaica; Trinidad; Drift

INN GROUP FACILITIES OFFER:

864 guest rooms	**8** restaurants — each with its own distinctive atmosphere (naturally with incomparable menus, too)	**8** cocktail lounges	**40** meeting rooms — able to comfortably handle groups of 30-500 persons	**6** swimming pools (3 year-round)
6 tennis courts		**2** health clubs		**4** game rooms

Yes, I would like to remove the "ho hum" from our meetings. Please call me at _____ Please send your fact-packet _____

NAME_____ TITLE_____

ADDRESS_____

CITY_____ STATE_____

ZIP_____

The INN GROUP
8001 Reading Road, Cincinnati, Ohio 45237

MOTRINN

TOMAR

FOR
THE FINEST IN
DISTINCTIVE
GIFTS

Hyde Park
2757 Observatory
871-2044

Window Garden
Tea Room
Restaurant

"Persnickety
Is A Colloquialism
But At The
WINDOW GARDEN
It's Our Policy."



3077 HARRISON AVE.
AT EPWORTH 661-9734

very reasonable prices. 4747 Montgomery Road, Quality Court Motel, 351-7400. Open Monday-Thursday, 6:30 a.m.-11 p.m.; Friday and Saturday until 1 a.m.; Sunday until 9:30 p.m. (BA, DC, MC, AE).

The Celestial. Excellent food and one of the best views of the city. Late night crepes a specialty. 1071 Celestial Street, 241-4455. Open Tuesday-Sunday. Reservations suggested. (R, AE, BA, MC).

Central Oyster House. Cincinnati's seafood specialty restaurant with a rustic sea coast decor. 304 Main Street, 421-5010. Open Monday-Thursday, 11 a.m.-10 p.m.; Friday until 11 p.m.; Saturday, 5 p.m.-11 p.m.; Sunday, 12 noon until 8 p.m. (MC, BA, AE).

The Colony. A relaxing, quiet atmosphere with excellent food and service. 420 Walnut Street, 721-5900. Open Monday-Saturday, 10 a.m.-1 a.m.; Sunday, 10 a.m.-10 p.m.

The Game Room. Cincinnati's only skywalk cocktail lounge. Stouffer's Inn, Fifth and Elm Streets, 721-8600. Open Monday-Friday, 4 p.m.-midnight. (AE, BA, MC, DC, Own).

Golden Lamb. Mid-American dining at Ohio's oldest inn. 27 S. Broadway, Lebanon, 932-5065. Open Monday-Thursday, 11 a.m.-9 p.m.; Friday and Saturday until 10 p.m.; Sunday, noon-8 p.m. (R, AE, BA, MC).

The Heritage. Exquisite dining in an atmosphere of country living. 7664 Wooster Pike, 561-9300. Open Monday-Friday, 11 a.m.-11 p.m.; Saturday, 5:30 p.m.-midnight. (R, Own).

LaRonde Room. The decor is unique — authentic pieces from American and European "Merry-Go-Rounds". Carrousel Inn, 8001 Reading Road, 761-4644. Open Monday-Saturday, 7 a.m.-11:30 p.m.; Sunday, 8 a.m.-11 p.m. (R, AE, CB, DC).

Loll 43. Enjoy a buffet lunch outside on the Square or inside, if preferred. 43 Fountain Square Plaza, 651-3333. Open Monday-Saturday, 10:30 a.m.-2:30 a.m. (lunch served 11 a.m.-2 p.m.) Sunday, 1 p.m.-2:30 a.m. (MC, BA, AE).

The Lookout House. Very elegant atmosphere and nationally known entertainment. The Little Bar offers a roof that rolls back for dancing under the stars. 1721 Dixie Highway, 331-0555. Open Monday-Saturday, 11:30 a.m.-2 a.m. (AE, CB, BA, MC, DC).

Madeira Manor. A cozy manor house known for its Sunday plantation brunch and buffet. 7005 Miami Rd., 561-5104. Open Monday-Friday, 11:30 a.m.-10 p.m.; Saturday, 5 p.m.-11 p.m.; Sunday, 11 a.m.-8 p.m. (AE, BA, MC, CB, DC).

Mahogany Hall. A bookstore converted to a restaurant; wine served with dinner; late night snacks. 1033 St. Gregory Street, 421-5844. Open Monday-Thursday, 11 a.m.-12 midnight; Friday and Saturday until 2:30 a.m.; Sunday until 10 p.m. (MC, BA).

Marco Polo Room. An oriental motif with a fantastic Sunday buffet. Stouffer's Inn, Fifth and Elm Streets, 761-8600. Open Monday-Thursday, 7 a.m.-11 p.m.; Friday and Saturday until 12 midnight; Sunday, 8 a.m.-3 p.m. (AE, BA, MC, DC, Own).

McIntosh's Steak 'n Kettle Inns. A feeling of the Scottish Highlands at two of the city's newest restaurants. 507 East Galbraith, 821-1300. Open Sunday-Thursday, 11 a.m.-11 p.m.; Friday and Saturday, 11 a.m.-1

insurance comes in
all languages.

With our world-wide Assurex International affiliation, we speak them all. Ask about our professional, off-shore capabilities. Call one of our account executives. Mingbai?

A. W. SHELL & COMPANY
Insurance Counsel Since 1877
280 Central Trust Building
Cincinnati, Ohio 45202
Telephone 721-8420

A.W. SHell

Welcome

...to Cincinnati's Finest Restaurants, where quality cuisine, service and hospitality are a fine tradition.

STEAKS
CHOPS
SEAFOOD

The Colony Restaurants



DOWNTOWN
420 Walnut St.
721-5900

OPEN EVERY DAY
Including SUNDAY!



Stating the case for soft-spoken excellence

From Hickey-Freeman, a suit that creates its own milieu: refined, decorous, subtle . . . and all the more handsome for it. Here, the Wexlane model in authentic wool, muted grey windowpane plaid. From the Hickey-Freeman collection (ours alone in Cincinnati), suits 255.00 to 325.00.

Men's Shops

H. & S. POGUE CO.
the store for men

CINCINNATI

AT
Beef 'n' Boards®
DINNER THEATRE
YOU CAN
ENJOY A SUPERB DINNER
SEE A GREAT SHOW
ALL FOR ONE LOW PRICE
•
OPEN TUES., THRU SUN.
SPECIAL RATES FOR GROUP PARTIES
RESERVATIONS ONLY
PHONE
367-4124
Beef 'n' Boards®
DINNER THEATRE
Dry Fork Road (Off I-74)
Harrison, Ohio


Grafton's
Since 1930
Newly Redecorated
For Your Dining
Pleasure
7314 Montgomery Road
891-2380

a.m.; 2400 Madison Road, The Regency, 871-1015. Open Monday-Friday, 11 a.m.-11 p.m.; Saturday, 5 p.m.-11 p.m. (MC, BA).

Mike Finks. An old time riverboat docked on the Ohio River. Foot of Greenup Street, Covington, Kentucky, 261-4212. Open Monday-Thursday, 11:30 a.m.-11 p.m.; Friday and Saturday, until 12 midnight; Sunday, 1 p.m.-10 p.m. (AE, BA, MC, Own).

The Playboy Club. Offering the Penthouse, Living Room and Playroom. Must have membership key card. Open Monday-Saturday, 11:30 a.m.-2:30 a.m.

Shuller's Wigwam. A reputation for casual dining, excellent food and service. 6210 Hamilton Ave., 541-8725. Open Monday-Friday, 11 a.m.-1 a.m.; Saturdays, 11 a.m.-2 a.m.; Sundays, 11 a.m.-midnight. (AE, CB, DC).

The Stadium Club. Good food, quiet atmosphere, excellent downtown location. Dixie Terminal Building, 329 Walnut Street, 381-0040. Open Monday-Saturday (Sunday if there is a sports event), 11 a.m.-11 p.m. (BA, MC, CB, AE).

Top 'o the Inn. The Little Foxes and top entertainment make this an extra special dinner spot. Holiday Inn, Eighth and Linn Streets, 241-8660. Open Monday-Saturday, 11:30 a.m.-12:30 a.m. (AE, MC, BA, Gulf).

The Windjammer. Dine aboard a land docked 18th century galleon. 11330 Chester Rd., 771-3777. Open Monday-Friday, 11:30 a.m.-11:30 p.m.; Saturday until 12 midnight; Sunday, 4 p.m.-10 p.m. (R, AE, DC, BA).

Window Garden Tea Room. A casual restaurant featuring family style meals. 3077 Harrison Avenue, 661-9734. Open Tuesday-Sunday, 11 a.m.-8 p.m.

Yeatman's Cove. A colonial style restaurant specializing in roast beef and named for Cincinnati's first tavern keeper. Sheraton Gibson Hotel, 621-6600. Open Monday-Saturday, 11:30 a.m.-12:30 a.m. (Sheraton).

EASTERN

Kali-Kai. Colorful Oriental decor, reasonable prices and a very good Chinese menu. 6202 Montgomery Road, 731-0023. Open daily, 11 a.m.-1 a.m. (R, AE, BA, MC).

Nikko Inn. Japanese dinners cooked at each table. The choice between chairs or floor mats and chopsticks or silverware is left to the diner. 11737 Seven Gables Road, 683-0913. Open Monday-Saturday, 5:30 p.m.-1 a.m. (R).

ENGLISH

Beef 'n' Boards Dinner Theatre. A totally different dining concept. An excellent buffet and a first rate theatre production. Dry Fork Road, Harrison, Ohio, 367-4124. Open Tuesday-Sunday, buffet at 7 p.m., show at 8:15 p.m.; Sunday, buffet at 5 p.m., show at 6:15 p.m. (R).

Grafton's. Excellent food and service in friendly atmosphere. Steak, roast prime and seafood a specialty. 7314 Montgomery Road, 891-2380. Open Monday-Saturday, 11 a.m.-1 a.m. (BA, MC, AE, CB).

LaNormandie Tavern & Chop House. Step into this charming pub for a great meal at

Be Greedy!

EAT, DRINK AND BE MERRIE AT THE
SOVEREIGN
Cincinnati's lusty restaurant
in Queen's Tower,
overlooking the whole city!
Minutes from downtown.
Matson Place/Price Hill.
Major credit cards.
Free parking.
For lunch or dinner call 471-2250.
Open on Sunday

150 Years back to a tradition faithfully maintained.

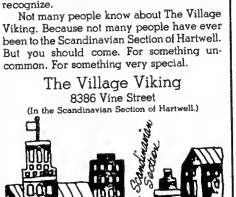
Unique in the Midwest!
THE GOLDEN LAMB
OHIO'S OLDEST INN & RESTAURANT
30 min. from Cincinnati and Dayton in Lebanon, Ohio, call 932-5065

In the Scandinavian Section of Hartwell...

There is an amazing little shop. It's exclusively Scandinavian. With some of the most interesting imports available in Cincinnati. Things like Marimekko® fabrics for wall hangings, custom-made dresses, almost anything. Kalevala® jewelry. Iittala® glass. And a zillion other names you won't recognize.

Not many people know about The Village Viking. Because not many people have ever been to the Scandinavian Section of Hartwell. But you should come. For something uncommon. For something very special.

The Village Viking
8386 Vine Street
(In the Scandinavian Section of Hartwell.)



WILLEWOOD'S
QUEEN CITY COUNTRY STORE
Greater Cincinnati Airport Terminal
Boone County, Kentucky
EXCEEDINGLY HIGH QUALITY
A store reminiscent of the rugged pioneer days of Daniel Boone to the elegance era of the Delta Queen - at the airport serving Ohio's Queen City.
There's Something for Everyone . . .
SARSAPARILLA
COUNTRY STORE POPCORN (not for those with false teeth)
Authentic Ink Wells · Quill Pens
Calico Sunbonnets & Yardgoods
KAZOOS Bosun's Pipes
Buggie Whips (to use on the horse)
BELLS... Crystal, School, Cow, Sheep, Jingle.
Leather ~ RABBIT PELTS
APPLE Parer, Corer, Peeler, Slicer
COAL OIL LAMPS
Lamp Oil · Wicks · Burners
Stogie Cigars · Red SUSPENDERS
THE OLD McGUFFEY READERS
a.k.a.
Webster's Elementary Spelling Book
RAGGEDY ANN™ AND ANDY


moderate prices. The fish and chips are the best in town. 118 East Sixth Street, 721-2761. Open Monday-Friday, 11:30 a.m.-11 p.m.; Saturday, 5 p.m.-11 p.m. (AE, CB, DC, MC).

Lloyd's One East. An elegant old tavern, perfect for business luncheons or evening dinners. Provident Tower, Fourth and Vine Streets, 241-8001. Open Monday-Friday, 11 a.m.-11 p.m.; Saturday until 1 p.m. (AE, CB, DC).

The Sovereign. A great meal, expansive view and old English decor make this a Cincinnati favorite. 810 Matson Place, Queens Tower, 471-2250. Open Monday-Friday, 11:30 a.m.-10 p.m.; Saturday, 6 p.m.-11 p.m.; Sunday, 5 p.m.-9 p.m. (AE, BA, MC).

FRENCH

The Gourmet Restaurant. Small and intimate with the best in cuisine and service. On the top floor of the Terrace Hilton Hotel, Sixth Street, 381-4000. Open Monday-Saturday, 5:30 p.m.-11 p.m. (R, CB).

Maisonette. One of the most elegant dining places in Cincinnati. Irish coffee in the library is a real treat. 114 East Sixth Street, 721-2260. Open Monday-Friday, 11:30 a.m.-10:30 p.m.; Saturday, 5:30 p.m.-11 a.m. (R, AE, DC, BA, MC).

Pigall's. A true taste of all things French with the highest quality in food and service. 127 West Fourth Street, 721-1345. Open Monday-Saturday, 11:30 a.m.-10:30 p.m. (R, CB, DC).

GERMAN

Grammer's. One of the last vestiges of Cincinnati's "Over the Rhine". Hearty German meals and moderate prices. 1440 Walnut Street, 721-6570. Open Monday-Saturday, 11 a.m.-1 a.m. (MC, BA).

ITALIAN

Caproni's. The subdued atmosphere augments a fine selection of Italian specialties and fine wines. 610 Main Street, 721-3306. Open Monday-Friday, 11 a.m.-8:30 p.m.; Saturday, 5 p.m.-9:30 p.m. (R, AE, CB, DC).

El Greco. The Italian food is great and the menu also includes a large selection of the non-Italian. 2440 Alexandria Pike, Southgate, Kentucky, 441-5212. Open Monday-Thursday, 5 p.m.-11 p.m.; Friday and Saturday, 5 p.m.-2 a.m.; Sunday, 5 p.m.-10 p.m. (AE, BA, DC).

LaRosa's Italian Inn. Good Italian foods and wines, relaxing atmosphere, moderate prices. 2411 Boudinot Avenue, 451-1334. Open Monday-Thursday, 11 a.m.-1 p.m.; Friday and Saturday until 2:30 a.m.; Sunday, 12 noon-1 a.m. (AE, BA, MC, DC, CB).

Scotti's. The very best in Italian food, moderate prices and more than ample portions. Open Monday-Friday, 11:30 a.m.-9 p.m.; Saturday, 5 p.m.-9:30 p.m. 919 Vine Street, 721-9484.

MEXICAN

La Cantina Restaurant. Strolling Mariachis singers, Mexican and American foods in a tropical setting. Carrousel Inn, 8001 Reading Road, 821-5110. Open Monday-Saturday, 7 a.m.-1 p.m. (AE, BA, MC).



The 4 Step Christmas Shopping Made Easy Plan

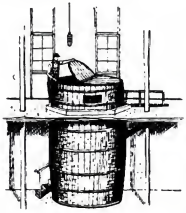
1. **Get comfortable**
2. **Play some holiday music**
3. **Throw away your shopping list**
4. **Fill out and mail one of the prepaid postcards in this issue**

It's done! Simple, wasn't it? And you've given the perfect gift... a subscription to CINCINNATI Magazine... the gift that arrives all year long!

Or call 721-3300 to order



RIGHT HERE, IN THIS VAT of hard maple charcoal, is where Jack Daniel's becomes a smooth, sippin' Tennessee Whiskey.



When we first make Jack Daniel's it's much like any good whiskey. But then, in our mellowing house, we give it an extra blessing. Here, every drop is seeped through twelve feet of charcoal before aging. And this slow trip puts it in a class all its own. Charcoal mellowing is why no other whiskey achieves such rare, sippin' smoothness. And why our labels will always read: Jack Daniel's *Tennessee Whiskey.*



CHARCOAL
MELLOWED
DROP
BY DROP

© 1972, Jack Daniel Distillery, Lem Motlow, Prop., Inc.

TENNESSEE WHISKEY • 90 PROOF • DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY • LYNCHBURG (POP. 361), TENNESSEE

All about UC's Jane Earley

chairman of the board



PHOTOGRAPH BY CARL ANN HETTINGER

Jane DeSerisey Earley, who topped off a lifetime of "firsts" this year by being elected chairman of the University of Cincinnati Board of Directors, would argue with those who hold that the Queen City has not been as progressive in its history as it could have been.

"Is there another city this size any more interesting or unusual?" she asks. "Why, you can pick up the telephone and get the president or top man of almost anything—like the mayor, a city councilman, or judge, or president of any company, institution or organization — and you don't have to be a 'special name' calling, either. This is a very friendly town.

"If you look at the physical facilities alone, like Fountain Square and other public and private improvements, growth is apparent. The City Council decision several years ago to use the special paving on Fountain Square — it's like an affirmation that we expect to be in business in this city for a long time.

"When you're my age, (64) you can sit back and compare," Mrs. Earley says. "Compare what Cincinnati was when you were quite young with what it has become, what it is now. It's terribly interesting to watch the new generation grow in Cincinnati. If anyone pays any attention to it at all, it's most apparent that the city is growing, developing and progressing at an impressive speed — by anyone's standards."

"Growing, developing, and progressing." . . . That's what Jane Earley's life's been all about.

In 1941, she was the first woman to be named to the U.C. Board. She's the first woman to chair the board of directors of a major American university. Her "firsts" started at U.C. when she became the first woman sports editor of the campus paper, *The News Record*, at the time known as the *Bearcat News*.

In 1966, the Board of Directors conferred upon Jane the honorary degree of Doctor of Humane letters. She is a member of numerous U.C. alumni groups. She has served on the board of WCET, Cincinnati's educational television station, the board of directors for the League of Women Voters, and the Girl Scouts. And, she is the immediate past president of the Better Housing League.

With this background, let's talk directly to Jane Earley . . .

Q. *It seems as if you might be a little "too busy"?*

A. No, I don't think so, really. I'll tell you my theory about being busy. There

We insure dozens of good eggs

Businessmen and businesses: contractors, broadcasters, restaurants; professionals: lawyers, executives, doctors, nurses, teachers; employees: secretaries, clerical workers, route men, security personnel.

. . . we could go on and on, but there's always room for one more good egg like you.

We all know that lady fate can scramble the best plans you ever hatched, so the question is not if you need insurance, but what kind is correct for you.

Since Dolle represents more than 20 major insurance companies with a comprehensive range of coverage, the policy combinations are as individual as your fingerprints.

Accident and health; life; home and fire; commercial; automobile; retirement and pension plans; estate management; unusual risk; employee benefit plans; and mutual funds.

And Dolle risk management separates the good from the bad — and helps keep the good ones good.

If you're on the fence about insurance, and even if you have all the king's horses and all the king's men backing you up, don't live in an Alice in Wonderland world. Things can go Humpty Dumpty in a hurry.

Meet with one of Dolle's counselors and then put all your eggs in their protection basket.

Walter P. Dolle, Inc.

Dixie Terminal Building
Cincinnati, O. 45202
Phone AC/513 421-6515



are two kinds of people . . . people who have too much to do and those who don't have enough to keep them busy. There just doesn't seem to be an in-between. Most of the people I know don't have any trouble filling a day.

Q. *You have copped numerous "firsts." Where did you start writing?*

A. At Withrow High School. A reporting job was open when I was a freshman. I was the only one who submitted a story, so I got the job. At U.C., being interested in sports, I wrote for Ray Bradley when he was editor, then later suceeded to his job when he graduated.

Q. *What's it like working with Dr. Warren Bennis?* (U.C. President)

A. It's a great experience. He's a very fine human being . . . analytical . . . keen . . . and he has a deep understanding of the university community. Besides being very knowledgeable generally.

Q. *Of all his qualities, which one do you respect most?*

A. Most important to me, generally, is that a person is a fine human being; I think a sense of humor is a great asset, and he has that. Also, he thinks Cincinnati and Cincinnatians are very special.

Q. *It's been written that you are a lover of antiques and a do-it-yourself refinisher as well. What other hobbies do you have?*

A. For starters, I'm a 'collector'. But maybe the right word is 'accumulator'. I collect 'things' . . . everything — dogs, cats, fossils, rocks, books — just everything. I've collected rocks since I was a little girl. And dogs! — I can't remember when I wasn't fond of dogs.

Q. *Do you have any dogs at home at present?*

A. At present, Dan (her husband, Dr. Daniel Earley, surgeon) and I have four dogs. They're all curbstones — picked off the highways — one's from Texas — one from Kentucky — one was living in a dorm at U.C. illegally. One was found by our son Mike in the American Zone in Panama. He brought her home by car through Central America. She charmed her way across six borders.

Q. *Are there other careers at which you think you could have been successful? Maybe Law? Or, journalism?*

A. Sometimes I've regretted I didn't go to law school . . . I think the reason for my interest in law is my very, very strong interest in government.

Q. *And, journalism?*

A. As a matter of fact, I had once thought of journalism as a career and I think I would have enjoyed it. But I know that writing is hard work.

Q. *How about a teaching career? Ever thought about it, ever considered it?*

A. No, but now that you mention it, I probably could get interested in teaching *if* the subject were government.

Q. *How important do you think a college education is? Should everybody go*

You have to see it to believe it.

A monkey with a fingerprint on its tail.



The spider monkey of South America has used its tail as a fifth hand for so long a fingerprint has developed on the end of it.

A cat with a built-in sunshade.



A cheetah has black markings under his eyes that serve as convenient sunshades. Much like the lampblack used by football players.

A fish with seven rows of teeth.



The lemon shark, sometimes called "The Wolf of the Sea," has seven rows of teeth. If any are lost, they grow back almost immediately.

And these are just a few of the 2,500 animals you can see at the Cincinnati Zoo. Where seeing is believing. Besides being a place for family recreation, the Zoo is educational and also protects endangered animals.

To continue this work, the Zoo needs your support. One of the best ways is through a Family Membership. Just call 281-4700. Join the Zoo. You'll enjoy it. And you'll be helping us make sure that you and your family can keep right on seeing all these fascinating animals.

The Cincinnati Zoo

Where seeing is believing.

First National Expands The Concept of Full Service Banking

for business and industry



This concept includes a wide range of specialized corporate services relating to efficient movement of cash and more effective financial operations. The most modern techniques, equipment, computers and an experienced staff make it possible to optimize your financial operations with speed and a variety of cost savings.

Each corporate service is designed to precisely fit your business, thus providing the maximum effectiveness. Starting with the most minute detail — from earliest joint discussions through conferences, surveys and study reports — each factor is carefully reviewed, evaluated and acted upon. Thus, step-by-step, phases of a total program are created and matched to your specific needs so closely, they become as personalized as your own corporate name.

Write or call our Commercial Department for further information or a presentation.

1ST OF CINCINNATI — A FULL SERVICE BANK

The First National Bank Of Cincinnati • We Can Help

111 East Fourth Street, Cincinnati, Ohio 45202

Area Code (513) 852-4025

to college?

A. No. For some it's a waste of time. For others, it's a necessary building phase for their future.

Q. *What about the college dropout?*

A. I'm glad you asked that. I know what I'm going to say is going to sound like heresy, but people shouldn't necessarily worry about the kid who drops out of college or doesn't start his college work immediately following high school . . . he'll get back to school when he should, at the proper time for him. There are pressures on young people today, as never before. When they must drop out, if they're interested at all, they'll return when the time is right. Oh, and don't forget, everybody has budget problems these days; college expenses are high. If a student works for a time it often increases his intellectual interest when he returns to school later.

Q. *What is your opinion on the quality of today's movies and plays?*

A. Actually, we have only started going to movies — and an occasional play — recently, since Dan retired. Until he retired, Dan was always so busy fulfilling his duties to his patients that, in all honesty, we had very little time to go out at all. But, now we're beginning to go again, as we did in our early years together.

Q. *Well, it seems you would be able to compare the movies of yesterday with the crop of present day films. . . .*

A. Yes, I can. Let me put it this way . . . I want to know when it's 'over.' In other words I want to know when it ends.

Q. *You don't appreciate the modern movie or play without a plot?*

A. Right. I like a beginning, middle and end.

Q. *Your husband is a well known surgeon. In your opinion, as a doctor's wife, what are the positive aspects of being a doctor?*

A. The joy and satisfaction in knowing that you're truly helping people.

Q. *What are some of the negative aspects?*

A. Merciless hours! A successful, busy doctor does not have enough time for regularly scheduled entertainment and social events, whatever they might be. It's an all-encompassing job if you want to be a fully knowledgeable, completely responsible physician.

Q. *Tell us about your husband.*

A. I met Dan while I was sports editor of the U.C. student newspaper. He was a U.C. athlete and med student. Exclusive of his family, the thing Dan has always felt strongest about is medicine. He feels the world needs more family physicians. Dan believes strongly that a doctor must have the time available to listen to his patients. Dan deeply believes in the importance of effective communication between doctor and patient.

The advertising agency that doesn't think about ads

For a long time we've realized we are different than other agencies. We've finally discovered why.

It's because we have a deep feeling that ads are quite incidental to our business.

As we see our role, it is basically one of helping our clients communicate *profitably* with potential customers. While others are concentrating on producing highly creative ads, we start out by ignoring ads. We try to zero in on whatever communications procedure will maximize client profits.

This approach often *leads us down different paths* than those travelled by other advertising agencies.

An Example:

A leading consumer goods manufacturer recently gave us a lot of money for a national campaign. Instead of writing ads, we created a completely original and highly effective way to communicate with 20,000,000 of the client's best prospects at a fraction of the cost of a comparable TV or print campaign. It will be the most dramatic promotion in the history of this industry. No ads, no commissions, but very profitable communicaton.

Another Example:

A new client will make nationwide headlines with a dramatic new product next Spring. He asked us for an advertising campaign. Instead of ads, we gave him a plan for a unique three state market test that will cost almost nothing.

Of course, most of our efforts do involve ads. But, we don't think about ads until after we've thought for a long time about client profits. If you'd like someone else to start thinking about your profits, call us.

SIVE ASSOCIATES

Broadway at Eighth • 45202

WONDERFUL NEWS FOR AMERICAN BUSINESSMEN!!

The LARGEST EUROPEAN SCHOOL of LANGUAGES, headquarters in Switzerland, operating twice as many schools in Europe as their leading competitor, has FINALLY ARRIVED in AMERICA.

inlingua®
School of Languages

has opened its Midwest Center in the Queen City of CINCINNATI, OHIO, importing for the first time:

- **HIGHLY SOPHISTICATED TEACHING TECHNIQUES perfected and tested abroad**
- **FLUENCY at MAXIMUM SPEED in ALL LANGUAGES**
- **COURSES DESIGNED to meet the SPECIAL NEEDS of BUSINESSMEN and INDUSTRY**
- **ALL at EUROPEAN RATES never before available in the U.S.**
- **Expert Translation and Interpretation Service Available**

For Information call: 721-8782
432 WALNUT ST. • TRI-STATE BLDG.
CINCINNATI, OHIO

280 SE/SEL 4.5



All luxury cars appear to be comfortable during a short test drive.
Our 280 SE feels comfortable after an all-day drive.

MERCEDES-BENZ

Sheppard Service, Inc.

JERRY SCHOONOVER
3654 EDWARDS ROAD
CINCINNATI, OHIO 45208
321-3308

DOMESTIC AND FOREIGN DELIVERY LEASING AVAILABLE

Q. Now that he is retired, we know he has a strong interest in farming. What else is he doing?

A. Dan is playing some golf and doing a lot of fishing. Then early this year it was brought to his attention that the Pendleton County Hospital in Falmouth, Kentucky, was having difficulty in getting a surgeon. With help from a lot of people, they now have a surgeon on call, and several more family physicians have moved into the community. The hospital is flourishing and running close to its 30-bed capacity. Dan enjoys meeting and working with many people in Falmouth who are interested in the hospital.

Jane DeSerisey Earley is obviously an interesting and unusual person. When this writer asked, "Why were you named to the U.C. board of directors in 1941?" she replied, "I was a political accident." She had caught Cincinnati Mayor James Stewart's attention in 1940 for a number of reasons. She had been active in the Girl Scouts, the Adult Education Council, the League of Women Voters, and she also had been energetic in some significant U.C. Alumni Association endeavors.

One day she was asked to come to Mayor Stewart's office and he asked, "Do *you* see any reason why you should not serve on the University of Cincinnati's board of directors?"

Jane shook her head, she couldn't see any reason.

To complete the record:

Her father worked for Baldwin Piano for more than 30 years. He retired as a vice-president in 1929. Her mother, Ella McGuire DeSerisey, was graduated from the University of Cincinnati in 1904. She and Dan have two sons.

Older son Daniel Lee, 29, a U.C. graduate, has worked for Cincinnati's Central Trust Bank for six years. He is always involved in numerous fund drives, charitable and civic causes around the city. His wife, Susan, is also a U.C. graduate and a registered nurse. They have two children.

Their younger son, Michael Thomson, is 28. A graduate of New Mexico State College, with a BA degree in political science, Mike is doing post-graduate work at U.C.

We asked Mrs. Earley what her primary duties are now that she's U.C. board chairman. She said, "I never knew Arthur Schubert (her predecessor and former president of Emery Industries) signed so many documents." Also, as board chairman she serves on all seven Board of Directors committees.

The U.C. Board of Directors meets on the first Tuesday of every month. And Mrs. Jane DeSerisey Earley is on hand to preside. She loves it.

What a comforting thought!

— TOM MURPHY

MOVE UP!

A new setting can make the same jewel look better: to your clients, to your staff, to yourself. To look and feel like the best in town, move up to the Fifth & Race Tower in the heart of downtown Cincinnati.

It's the Queen City's newest office building in the business district. A 14 story tower — 12 stories of offices on a two-story retail base — located where the fabulous elevated pedestrian concourses meet and surrounded by the major hotels and retail areas. It's ready for you now!

One of the features that sets the Fifth & Race Tower apart from other buildings is that your office space will be custom designed.

You work directly with the building's leasing agent and architect-space planner (at no charge) to decide how much space you need, and how that space should be used. You'll be assured of a luxurious office with a panoramic view of the city – and not a square foot of wasted space.

The Fifth & Race Tower is loaded with features that make luxury more than just a word. A few examples: individual fingertip climate control in each office; an elegant lobby with marble walls and terrazzo floors that leads to four high speed, computer-controlled elevators.

To find out more about the Fifth & Race Tower, call 621-1001. Or write Fifth & Race Tower, 120 W. Fifth Street, Cincinnati, Ohio 45202. We'll send you our brochure, or give you a tour of your new offices.

Fifth&Race Tower



Northern Kentucky State

Jet-propelled college on a new campus

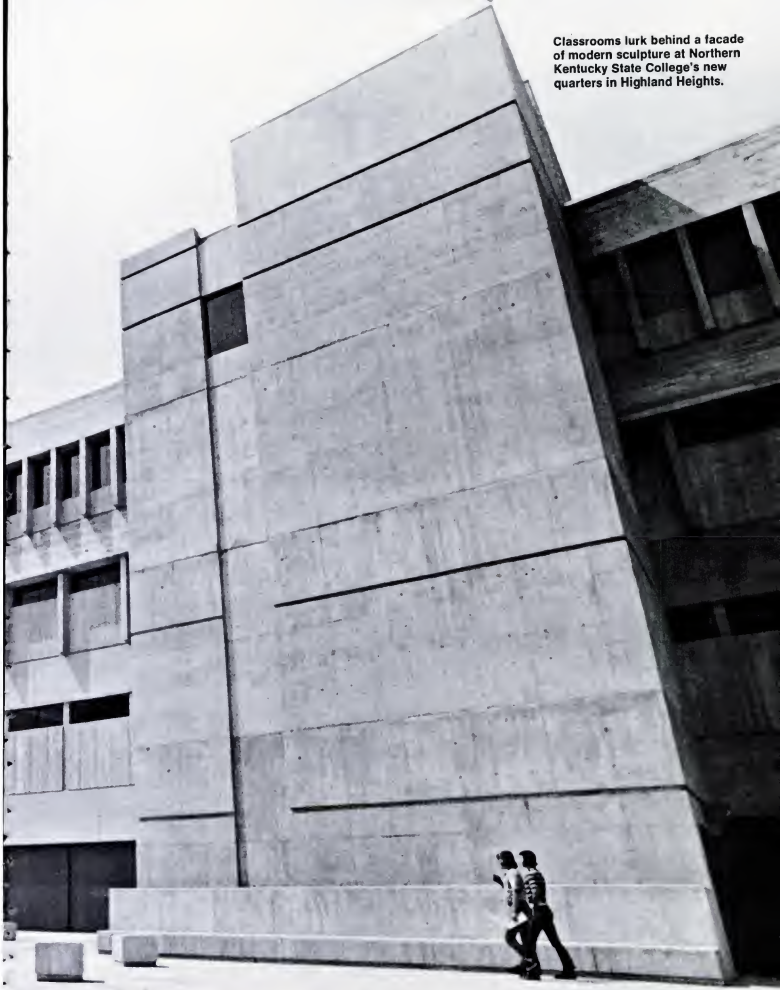
Some colleges claim to be the oldest; some, the largest; but Northern Kentucky State College claims to be the fastest moving — with good reason.

Within the past year it has doubled the size of its undergraduate body; increased its faculty proportionately; acquired Cincinnati's Salmon P. Chase Law School as its first graduate school; and built and moved into new quarters. How's that for moving fast?

Students and faculty are still trying to figure out the best routes to their new campuses. Northern's old campus — now used by the Law School — lies off Route 25 high above Covington (with a spectacular view of the Cincinnati skyline) while the new campus comprises about 300 acres off Route 27 in Highland Heights, on the east side of the Licking River. Since there are only two bridges across the Licking, and Nor-



TEXT BY JODY JACKSON



Classrooms lurk behind a facade of modern sculpture at Northern Kentucky State College's new quarters in Highland Heights.

PHOTOGRAPHS BY CORSON HIRSCHFELD



Northern students relax between classes and/or jobs in the lounge of their new campus, which has two buildings completed, a third to be finished some time this winter, and seven more on the way.

thern has 3000 students — mostly from west of the Licking — 8 a.m. traffic is a bit of a problem.

Chase Law students are temporarily in the same quandry, even though there are only 500 of them. Chase has moved from the Central Parkway YMCA to Northern's old quarters, and since Chase's classes are at night, students have to buck evening rush hour traffic on the Brent Spence bridge.

But such problems are merely temporary puzzles to both of these fast paced groups. These people are accustomed to split-second timing and problem solving, for not only are they full time students, a good percentage of them work. Ninety-five percent of Chase's students work full time. Northern's students aren't far behind: 80 percent of them work: 40 percent, full time.

"Our students are highly motivated," says W. Frank Steely, president of Northern. "Most do not come from affluent backgrounds. They are excited that they have the opportunity for a college education and the potential for good jobs."

One NKSC student put it this way: "If it weren't for Northern, I couldn't go to college. Tuition here is only $368 per year. I couldn't afford anything higher than that, nor could I afford to go where I had to pay board and room."

Such is the reason why Northern is where it is, according to Dr. Steely. "This area of Kentucky has the second largest population in the state," he explains, "yet for years it was neglected. It wasn't until 1948 that this fact was noted and the University of Kentucky inaugurated its northern extension school here and built what we now call our 'old campus.' It was a two-year school.

"By 1968," he continues, "the need for a four-year college in the area became evident. The General Assembly of Kentucky authorized creation of Northern Kentucky State — a brand new college. U.K. turned over the Covington facilities to Northern, which actually came into existence in 1970."

That, too, is when Dr. Steely came to oversee things, leaving his job as academic dean at the University of Virginia. However, he is not new to Kentucky. He was born and grew up in Murray, and received his master's degree from U.K.

Space on the Covington campus was limited, and enrollment in the new

Transamerica Corporation

Budget's $9 Car.

$9 per day and 9¢ a mile, plus gas.



Compare our rates with others.

You'll find you can save up to 30% by renting one of our '72 Chevrolet Impalas (or similar fine cars) for $9 a day, 9¢ a mile, plus gas.

We have free airport pickup and delivery, and we honor most major credit cards. You'll be served by fast, courteous personnel. (The rate shown is available at most, but not all, locations; prices may vary and are subject to change without notice.)

For out-of-town reservations and rates almost anywhere in the Continental United States, Canada, Hawaii, the British Isles, Europe, Mexico, the Caribbean and South Africa, call our Computa-Rez number toll-free:

800-228-9650

In some areas, dial 1-800-228-9650. (In Nebraska, call 1-800-642-9910.) When renting locally, see the Yellow Pages.

Budget® Rent a Car

© Budget Rent a Car Corp. of America 1972

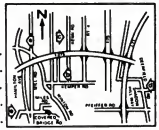
Crest Communities invites you to see the finest new homes available in these areas...



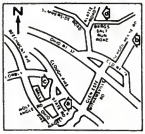
New Home Prices from $20,000 to $60,000.

Cincinnati North Division
Phone: 851-6600

Pleasant Run Farms a.
Forest Park North b.
Beacon Hills Estates c.
Montgomery Woods d.
Chapel Glen e.



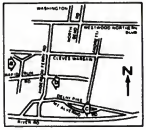
Cincinnati East Division
Phone: 752-1150



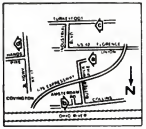
a. Pinehurst
b. Bridlewood
c. Sunrise Acres
d. Union Forest

Cincinnati West Division
Phone: 451-1953

Pontius Estates a.
Highwood Estates b.
Mt. Alverno c.



Northern Kentucky Division
Phone: 371-4322



a. College Park
b. Amsterdam Village
c. Villages of Beechgrove
d. Bahama Gardens

Greater Cincinnati's largest home builder!

crest communities



Bill Albert and Bedinghaus: Cincinnati's Top Hero Makers

Besides the Big Red Machine, the Bengals and many of the country's blue-chip businesses, Cincinnati also headquarters one of the most respected, problem-solvingest companies in the business forms industry: Bedinghaus. Known far and wide. For hero-making service. The kind of service you've probably often wished for but seldom get when you want business forms a little or a lot out of the ordinary.

At Bedinghaus, guys like Bill Albert routinely make heroes out of people who need seemingly-impossible-to-produce business forms. Bill and Bedinghaus come up with solutions to problems other outfits steer clear of. First-class, first-quality solutions. Fast. Priced right.

Be a hero. Call Bill Albert and have him "Bedinghaus" your next business form. Simple or complicated. Single or multiple parts or colors. MICR. OCR. Even miracles, sometimes.

HERO MAKERS **BEDINGHAUS BUSINESS FORMS**
Lippelman Road, Cincinnati, Ohio 45246 • (513) 772-1900



"PEPSI-COLA" AND "PEPSI" ARE REGISTERED TRADEMARKS OF PepsiCo, INC.

PEPSI® GALLON-PAK

Special days build a big thirst. When you're living life to the fullest, Pepsi-Cola belongs in this kind of world. Pepsi brings you cold refreshment and adds to the pleasure when you're sharing good times with friends and family.

Keep lots of Pepsi Gallon-Paks handy.

Pepsi's got a lot to give!

PEPSI®

BOTTLED BY PEPSI-COLA BOTTLING COMPANY OF CINCINNATI, UNDER APPOINTMENT FROM PepsiCo, INC., NEW YORK, N.Y.

school grew by leaps and bounds. This fall there are 3000 undergraduate students; last year there were approximately 1500.

Unlike many colleges, Northern seems to have no money worries. The state set it up so that as enrollment grows bonds will be sold to supply financing for additional facilities. Dr. Steely calls it a "game of catch up." He adds "We have to have the students enrolled first, then the state will give us the financing."

The new campus is laid out with a central core of buildings surrounded by parking areas. So far, the new campus has two buildings completed and another which will be finished in January of 1973. There is money on hand for 10 buildings which will go up as fast as possible.

"We are devising the college on the European model," says Steely. Like such European schools as Paris' Sorbonne, Northern will provide no housing. Steely explains "We are part of a large urban community and feel students can find housing in the community. At present most of our students live

continued on page 108

President Steely briefs students.




Kahn's
ham'n steak
The Business Gift That
Says "Happy Holidays"
To Your Customers' Whole Family
The tasteful tradition of ham and steak gifts for the holidays — to spread Christmas cheer among clients, customers, employees and business associates—has grown, over the years, with Cincinnati's rich heritage as a major midwestern meat packing center.
Kahn's continues this tradition by offering several selections of succulent, hickory-smoked hams, choice New York Strip steaks and filet mignons — all holiday wrapped & boxed.
Let Kahn's help you with your gift selection this year.
• Hickory Grove Brand Ham
THE E. KAHN'S SONS CO. / 3241 SPRING GROVE AVENUE / CINCINNATI, OHIO 45225

people reaching people

BRIDGES
van TASSEL
McGAVIN inc

A full-service advertising agency, of broad regional scope. 20 years of productive advertising for clients in 10 states; winners of more than 100 advertising awards! We are communications specialists—"People Reaching People"—offering advertising, marketing, research, and public relations services for all kinds of businesses.

HOME OFFICE:
GRANT-DENEAU TOWER
40 WEST 4th STREET
DAYTON, OHIO

PHONE: 223-3281

CLIENT SERVICE FACILITIES:
TOLEDO AND CINCINNATI

At The Cafeteria



I watch the shoppers
Passing by,
So few are smiling;
I wonder why.
Is it because their
Hearts are breaking?
Or
Is it because
(Like me)
Their feet are aching?

— Betsy Ann McGee

Doctor,

A Warm and Cordial

Welcome to Cincinnati for the

American Medical Association's 1972

Clinical Convention, November 26th through 29th.

The Academy of Medicine of Greater Cincinnati Along with

The Ohio State Medical Association Extend to You Best Wishes

For A Most Rewarding and Enjoyable Experience Here in Ohio's Queen City.

Dixie Belle burger
(Hamburger with a slice of tomato under mayonnaise—mayo browned with burger)



Pizza burger
(Hamburger with shredded mozzarella and pizza sauce)



Dill burger
(Hamburger with whipped cream cheese and fresh dill)



Bacon burger
(Hamburger with bacon, tomato, pepper and Swiss cheese)





Chef Salad burger
(Hamburger with Julienne ham, cheese, turkey and green pepper)



Bavarian burger
(Hamburger with cole slaw, poppy seeds and salad dressing)



It's the real thing.

There are over a hundred variations of the American classic, the hamburger. And there's one real, refreshing soft drink that goes better with all of them. The Real Thing. Coke.
Trade-mark ©



Cheeseburger
(Hamburger with a slice of Cheddar cheese)



California burger
(Hamburger with lettuce, tomato and mayonnaise)

COPYRIGHT © 1973, THE COCA-COLA COMPANY. "COCA-COLA" AND "COKE" ARE THE REGISTERED TRADE-MARKS WHICH DISTINGUISH THE SAME PRODUCT OF THE COCA-COLA COMPANY.

two-wheelers' triumph

There's a bicycle built for you



"I like it 'cause it's funner than riding in a car and there's no pollution," says 10-year-old Kathy McCullough.

Kathy's younger brother, Chris, adds, "I do it to exercise my muscles."

And Bill DeCamp, 9, philosophizes, "There are so many things you can see and experience."

But children aren't the only ones who have discovered the assets of bicycling. The sport is no longer limited to games of cops and robbers and daredevil tricks such as fishtails and wheelies. Cycling has come into gear, and attracts people of all ages.

And this, the autumn season, is a particularly beautiful time to take off on a

Copyrighted material



two-wheeler.

The strength of the "pedal power" movement in the United States has grown to fantastic proportions over the past two years, and Cincinnati is keeping up with the national trend. The growth in Cincinnati is marked by citizens rehabilitating the old, rusty bike in the basement, teenagers regretting the day they sold their "two-wheelers" for something with four, and fathers taking daughter's bike for a quick tour around the block.

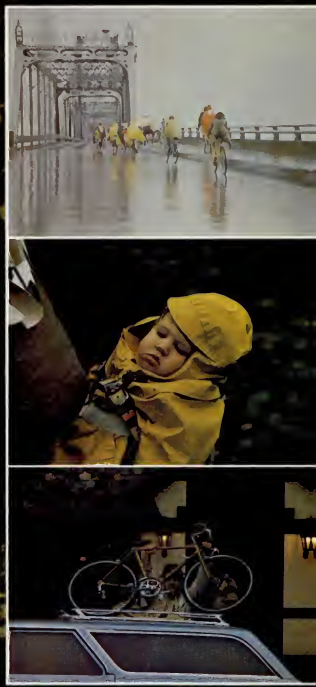
There is a big surge in bicycle sales. Bike clubs are forming and expanding. New bike legislation has been passed. There is an increasing number of bike rentals. The bicycle is even becoming distinguished as a successful, mile-for-money fund raiser.

Why such a sudden wide appeal? People are just now realizing all the exciting possibilities of a bike. Doctors recommend it for health, heart, and heaviness problems. Ecologists love it because it doesn't change the atmosphere; in fact, it's the only non-pollutant form of land transportation. It fills the chinks of a generation gap, because cycling is something the young and old can enjoy doing together. It's a mode of locomotion that can take you to far away places and still bring you into close contact with the earth.

However, it's not necessary to go far to have a good time cycling in Cincinnati. In Eden Park, Burnett Woods and Mt. Airy Forest, Lawrence and Marty Horwitz, have established, with the Park Board, a Rent-A-Bike program for the public. Rates per hour run $1.00 for children, $1.25 for adult-one speeds, $3.00 for a limited number of tandems and tenspeeds. The latter two are reduced to $2.50 for students. The parks in the Greater Cincinnati area are all well kept and beautiful year round. Most have kept traffic to a minimum and encourage bicyclists. So — don't hesitate to pack up a lunch, a thermos, a map, and go.

For those who like to take more than an occasional cycling spree, and like to get together and meet fellow enthusiasts, bicycle clubs have come into vogue. Mingling among seasoned club members, the beginner will pick up

continued on page 94



Rain doesn't stop Cincinnati Cycle Club members . . . cyclists find little traffic on the Brent Spence Bridge on a Sunday morning . . . a mini-biker takes time for an afternoon nap . . . back at the starting point, bikes are loaded for the trip home.

TEXT BY DIANA GARRY PHOTOGRAPHS BY DENNIS ORNER

BALLET'S SUZANNE FARRELL

It's an exciting life for a Cincinnati girl



TEXT BY VERNON RADER PHOTOGRAPHS BY LAWRENCE ZINK

an Suzie Ficker of Cincinnati find happiness dancing before the crowned heads of Europe?

Suzie has.

In fact, she probably could find happiness dancing almost anywhere. Suzanne Farrell — that's what they call Suzie now—is a leading dancer with the Ballet of the 20th Century in Brussels.

She is also Mrs. Paul Mejia, and she and her husband own an island. But that's another story, because it's in New York State. Let's stick to Belgium for now. . . .

There's a big red Coca Cola sign outside their small apartment in Brussels. It doesn't blink — it just glows all night. And it is appropriate, because Suzanne Farrell is the real thing. So, for that matter, is Paul Mejia.

They are young, talented, excited with life.

Paul was born in Peru. He's a dancer and choreographer and he met Suzanne while they were both dancing in New York.

Suzanne is a product of the Cincinnati Conservatory of Music (now combined into the College-Conservatory of U.C.). At 12 she danced with the Cincinnati Symphony Orchestra in Music Hall. She was "found" in a talent search, received a scholarship in New York, and eventually became ballerina with the New York City Ballet. And now Suzie Ficker is conquering Europe.

"There is something about Suzanne," a friend mused recently. "Even when you see her on the street, you know there is something special a kind of grace. And then, of course, on stage she becomes magnificent."

When she speaks, her voice is pleasant and soft. But not diffident or hesitant. She has opinions.

Let's move in on a quiet visit in the Brussels apartment. There is candlelight. A little white wine. Nothing heavier, because it might slow down tomorrow's performance.

Do you notice much difference between American and European audiences?

Suzanne: Americans applaud politely. In Europe, you may get a thunderous ovation, with 20 minutes of curtain calls. But there may be boos, too. I've never witnessed this in the United States.

Do you think the arts are appreciated more in Europe?

Suzanne: Yes.

Paul: In the United States, only the balletomanes attend the ballet. In Europe, the audiences are much larger. But the idea is spreading in the United States, at least in New York. Actually, ballet has to compete with all sports.

Suzanne: We like performing in Europe. People come because they like ballet for its beauty. No other reason. In the









Suzanne the ballerina is also Suzanne the actress, for ballet is total expression . . . Of many moods, ethereal, she seems somehow freed of the bonds of earth.



Suzanne and company . . . strenuous precisely-controlled effort clothed in fluid grace — the best of ballet.







At top: Paul, left, and Suzanne with Maurice Bejart, Europe's controversial ballet genius . . . There's Paul in mid-flight . . . And below, more of Suzanne with co-workers, for ballet *is* work.

United States, it has become intellectual. Unfortunately. We don't think ballet is intellectual. You can't put ballet into words. That's why we dance. In America they try to make it psychological and intellectual.

Paul: Audiences are different in Europe. We performed at the Palais d' Sports in Paris and it was sold out for 28 performances — nearly 6,000 people at a time. Ballet really should be for the masses.

Suzanne: Yes ballet is something special.

What do you think of the quality of training you received in Cincinnati, Suzanne?

Suzanne: I had very good training. It set me up well for New York. My teacher was Marion LaCour. If you're serious, to have a good teacher still is not enough. I remember getting books about ballet out of the library and looking at the pictures. You have to want to do something very much."

Well, how do you compare the United States with Europe?

Paul: Suzanne has a fantastic public in New York. But from a living standpoint we're glad to be out of New York.

What about Cincinnati?

Suzanne: It's fun to go back. I like Cincinnati. I appreciate it more now that I've been away.

What do you do to get away from everything?

Suzanne: I don't want to get away. I like to dance. Of course I clean, and I decorate. And I like to read.

Paul: I like to go to a nice restaurant. I also like our island. It's in a lake in upstate New York. I like nature.

Suzanne: Brussels has been very nice to us. We have had many interviews. We have three cats, and they are now probably the most famous cats in Europe.

Have you run into any jealousy in the ballet company?

Suzanne: No. In Europe, dancers are dedicated, but not neurotic. They have something else besides ballet.

Would you consider returning to Cincinnati?

Paul: If we could have our own ballet company. Someone would have to donate a lot of money.

What do you miss most about the United States?

Paul: Our parents and relatives, and our island.

Suzanne: And one other thing. There are no Frisch's Big Boys over here.



The long wait . . . Paul and Suzanne spend much time reading, sometimes writing letters, while other members of ballet company rehearse . . . At left: The Mejia apartment in Brussels.

rights



The Big War

A fictional reunion in Spring Grove

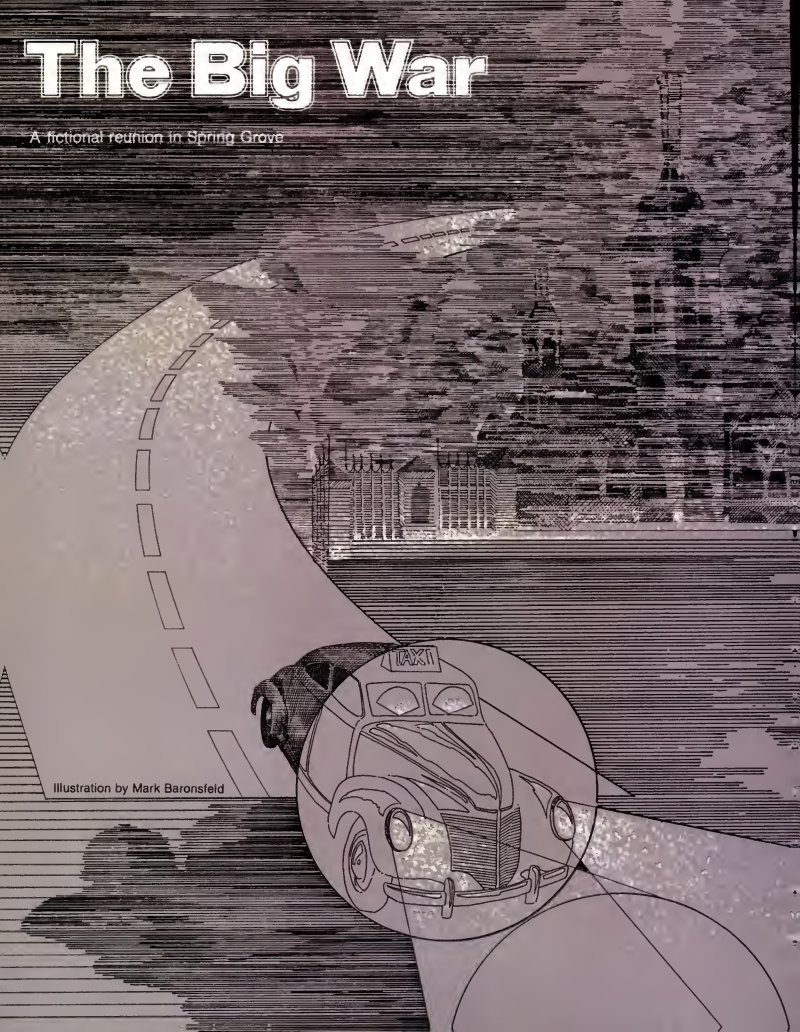
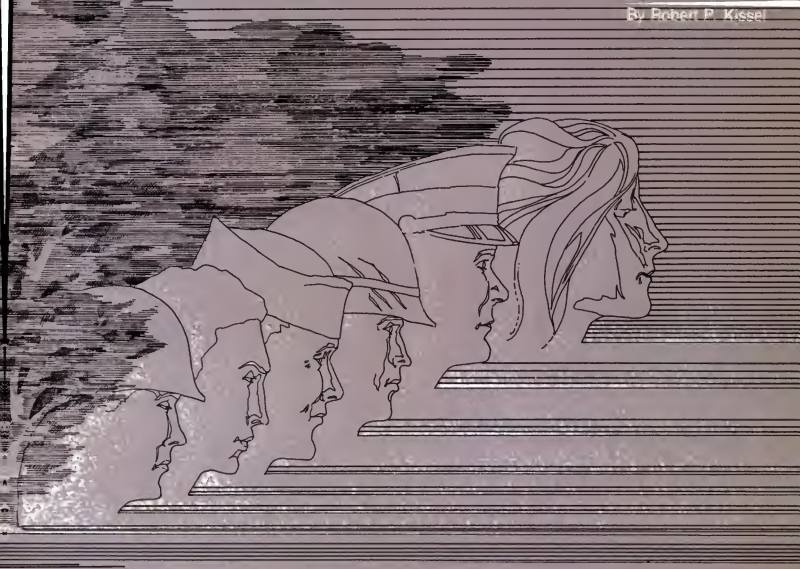


Illustration by Mark Baronsfeld

By Robert P. Kissel



Eric Russell walked a half block before realizing that the light rain which had been falling earlier had given way to fog. He stopped at the Vine Street intersection, trying to remember where he had parked his car. The street lights were fuzzy blobs, as if suspended in mid-air. The library across the street was not recognizable as such; it could have been a warehouse. The shrubs and benches of Garfield Park behind him were vague, indistinct shapes. Even Harrison's statue, with its drawn sword and horse, seemed hesitant in the gloom. As if the horse were not sure where to plant its upraised hoof.

He had left the club early because of an argument. He had also had too much to drink, but so had the others. For a while, it had been a pleasant evening. A good steak, then billiards with Ashton and Grantham; Later, when Stowe joined them, a few desultory hands of bridge.

But, as usual, they had started talking about war. Not any war. The Big War — 27 years ago. Russell knew the stories, word for word. They could remember insignificant details of a quarter of a century ago, but not that they had told the same story two weeks before. Eric Russell seldom talked about the war because he had spent the whole time as a civilian.

Somehow, Vietnam had come up. "We never fought to win," said Grantham. "Too many politicians yapping at the heels of those who were trying to." Leland Grantham was a successful attorney who had spent the Big War in Paris. There was an apartment in the Montemarte, and, if you believed him all the way, a bitter-sweet romance with a stunning Belgian countess who was an epileptic.

"Imagine what would have happened if we tried to beat the Germans that way!" Stowe chuckled. Stowe liked to tell risque stories about his 19 months with Military Intelligence in London, dropping names like Ludgate Hill and

continued on page 111

This short story won first prize in the 1972 *Cincinnati* Magazine Fiction Competition. Robert P. Kissel of Cincinnati is a sales representative for the Detroit and Toledo Shore Line Railroad.

AN AIRPORT GROWS

'People' are main concern of the planners and builders

What is "the Cincinnati concept"?

Ask Barry S. Craig, director of aviation of Greater Cincinnati Airport, and you'll find his enthusiasm contagious as he flips through blueprints and drawings, explaining a system of airport expansion as dynamic and functional as any you'll find in the U.S. today.

When two new terminal buildings are completed (and the existing one remodeled) by mid-1974, Greater Cincinnati's Airport will offer the ultimate in convenience and service to the 3,000,000 passengers expected to utilize the facilities that first year.

In addition to taking advantage of the newest and most innovative concepts available for design and construction,



TEXT BY CLAUDIA ROOS

the Greater Cincinnati Airport is putting people "first and foremost" in its new look.

The arriving passenger will be welcomed to the airport by an attractive, well-landscaped entrance. He will drive directly into a parking area and from that point on, the time he spends at Cincinnati's airport will be pleasant and as relaxed as possible.

Once in the parking lot, he will go into a separate check-in area, receive his ticket, deposit baggage. Luggage will then be transported through an underground tunnel system, directly to the plane, as the passenger travels via overhead, glass-enclosed walkways to a central waiting area.

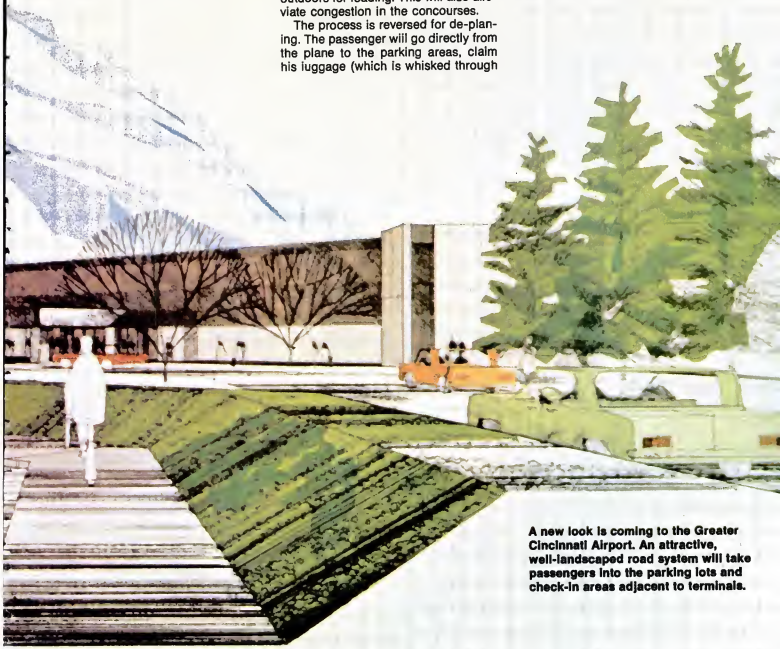
The relatively small and isolated gate-loading areas will be non-existent in the new terminal buildings. Instead there will be one large, comfortable lounge in each terminal within close proximity to the airport amenities — gift shops, restaurants and various other concessions. Because the bulk of the airport's revenue comes from the concessions, those in the new terminals will be of greater number and of a more sophisticated, specialized nature. In addition, there will be a separate lounge area expressly for the international charter flights which will be handled from the new facilities.

When his flight is called, the traveler will board the plane through enclosed tunnels, making it unnecessary to go outdoors for loading. This will also alleviate congestion in the concourses.

The process is reversed for de-planing. The passenger will go directly from the plane to the parking areas, claim his luggage (which is whisked through the tunnels and arrives in the parking lot before the passenger). It will be but a matter of minutes before the passenger can be in his car, on a bus or in a taxi, leaving the airport.

What is planned may sound similar to what is found in airports of other major metropolitan areas. The unusual angle lies in the manner in which Cincinnati is achieving change. Architects of the new airport complex, Heery and Heery of Atlanta, will employ systems components and modular construction methods in much the same way they planned Cincinnati's Riverfront Stadium.

Cincinnati is the first city in which this particular method of construction is being used for an airport. Segments of each terminal are mass produced on



A new look is coming to the Greater Cincinnati Airport. An attractive, well-landscaped road system will take passengers into the parking lots and check-in areas adjacent to terminals.

ILLUSTRATIONS BY MERRILL ELAN AND CHUCK CLARK

the factory assembly line, even as other units are being erected at the construction site. This means savings in both time and money. Normal construction time for terminals the size of those planned for Cincinnati is at least 36 months. Local airport officials are confident that it will require no more than 15 months to complete the Cincinnati project.

According to Robert Keefe, Greater Cincinnati Airport's director of planning and development, the airport will realize quite a cost saving from the new construction techniques. Total cost of the second phase of the airport expansion — that directly involving the new terminals — is estimated to cost $29,000,000. At least $2,000,000 will be saved in construction cost. In addition, the amount of time saved in construction will provide the airport with at least $1,500,000 in increased revenues from rental on the concessions.

The new terminals will be of modern design, most of the structured trusses and supports will be exposed. As Barry Craig puts it, "All the money spent is going where it is needed, not for extra 'gingerbread'."

When completed, the passenger floor space will be six times what it is now and 15 new gate positions will be added for a total of 28, serving seven airlines. But growth will not stop there. The construction method allows for additions—

Convenience to the passenger: arriving, waiting and



as large or as small as necessary. The airport's master plan is being constantly revised to provide for expansion.

All parts of the airport expansion, from the building of roads and access routes to the new terminals themselves, are planned to go hand in hand. Airport officials see potential for growth well into the 1990's.

Automated people movers (the mobile sidewalks so commonplace in major European air centers), shuttle bus service and monorails — unnecessary at this point — can be added later with a minimum of cost and interruption to service.

Greater Cincinnati's airport is proceeding on a sound course of economic and rational expansion; making it a viable, regional air transportation center. But foremost in the expansion is the human element, considering the needs of the passengers in the fast growing, "jumbo jet" era.



Departing is foremost in the Airport's new design concept.


FIFTH THIRD CENTER

At right, Day or Night — the Fountain Square Plaza has become the center of the city's activity . . . The walks over the expressway have eliminated congestion for the crowds at Riverfront Stadium.

Home-town Renaissance

Open your eyes and see all the people!

For some years — no matter that undeniable, visible progress was being made — Cincinnati's downtown urban renewal program suffered from something of a "bricks and mortar" image.

It became, in fact, a cliché, adopted even by politicians in occasional campaign speeches. Bricks and mortar are nice, but people are really the important thing.

This is not to belittle or contradict the politicians. Far from it. They're right. People are, indeed, "the thing." But it is now becoming abundantly clear, that Cincinnati's downtown urban renewal is a very people-oriented thing.

Everett Lindstrom, hardly a household word in Cincinnati, is a 31-year-old purveyor of foodstuffs from New York City. His connection with Cincinnati's downtown renewal program is, at best, fleeting. But his words ought to linger.

His only connection (so far as I know) is that he was lingering one evening recently on Fountain Square, after dinner, and I engaged him in conversation only because of the look of incredulity on his face.

"What a place!" he said, gesturing about him. "Look at all the people."

What makes his comment important is not that it's unique, but that what he said has supplanted "bricks and mortar" as the cliché most often applied to the concrete results of the city's mammoth downtown renewal undertaking so far.

If the prime goal of downtown renewal, at the outset a decade ago, was to strengthen the city's core by making it more attractive to people (and that *was* a prime goal), then success is

TEXT BY GRAYDON DECAMP
PHOTOGRAPHS BY CORSON HIRSCHFELD



Too few Cincinnatians take advantage of the second-level Skywalks as a means to cross through downtown.



coming out our ears.

Len Goorian, loquacious and witty Shubert Theater manager, observed the magnetic attraction Fountain Square has for people as he lingered over a late lunch in the Square's sidewalk cafe:

"This has revived the old Spanish promenade. The girls come out to sit in the sun. The men come out to see them. Everyone loves it."

And the Square is but a central point in the city's renewal — at a cost of only $1.4 million, it was a bargain. But it epitomizes the human aspect of downtown renewal; demonstrates it in a way no glass-walled office building can.

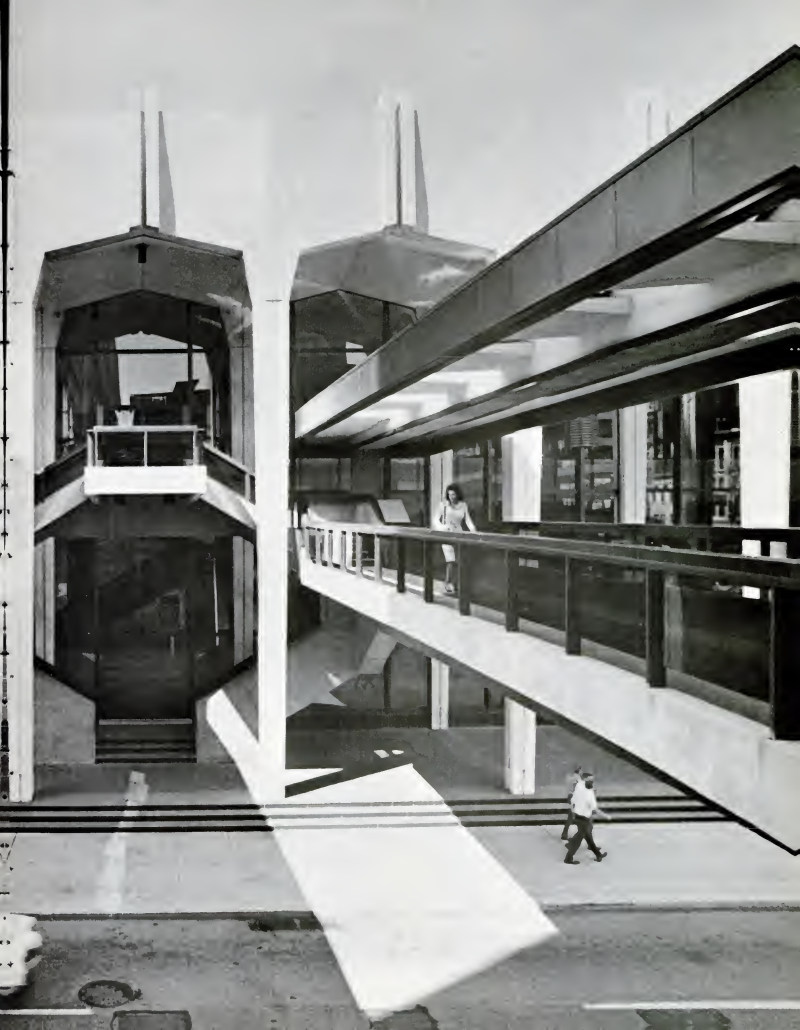
In many ways, Cincinnatians come together on the Square. Rock bands — usually scheduled — and folk singers — usually impromptu — provide a beat or a lilt to the city's life.

In this one, central, relative speck of renewed downtown land, Cincinnati has found a common meeting place, a ceremonial stomping ground, a midwestern-American Hyde Park gate for soapbox orators, and a *de facto* playground for small children on otherwise boring shopping trips with Mom.

Why, teen-agers even go there on dates. They don't meet there. They *go* there.

Yet Fountain Square, for all its magnetic magnificence, is — as we said — but a small part of the whole. The major effort (and certainly the bulk of the money) has gone into structures.

There are some problems. Everything is not an unqualified success. New office buildings, such as the dominant DuBois Tower, are enjoying considerable success, but their very success is leaving higher vacancy rates behind in





Loll 43, Cincinnati's only sidewalk cafe brings a European aura to Fountain Square

older buildings. It wasn't unexpected, but whether the strategy of refilling this older first-class office space works, in the long run, remains to be seen.

Along with Fountain Square are two public buildings within the scope of downtown renewal that fulfilled expectations by making Cincinnati a "people" place.

One, of course, is the city's $11 million Convention and Exposition Center. The other is the $44 million Riverfront Stadium.

That is one whale of a lot of money. But there are already obvious benefits. Convention and Visitor's Bureau director, Joseph Woodard reports that the convention hall "has roughly doubled the convention business" in Cincinnati.

The hall opened in August, 1967; the year before—1966—an estimated $12 million was spent in Cincinnati by convention-goers. In 1968, spending was estimated at $23 million.

To be sure, a new formula was in use, based on the proposition that each convention visitor would spend an average $140 here during a three-day stay, vs. $98 per three days in 1967. Even with that change, the increase is plain.

"And," adds Woodard, "the increase in our average spending figure is partly due to the fact that with the convention hall, we were attracting conventions of bigger size and nature, bringing people who spent more."

The forecast for 1972: $40 million in convention business. Woodard, whose primary job it is to sell Cincinnati to the people who plan conventions, makes it plain that he considers the downtown renewal program one of his best selling tools.

continued on page 104

TEXT BY DAVID BEASLEY PHOTOGRAPHS BY GREG GROSSE



YOUTH MOVES IN

Idealistic and/or practical, they love the political game

Sargent Shriver, Democratic vice-presidential candidate, addressed a rush hour crowd on Fountain Square in late August.

Copyrighted material

There is a holy mistaken zeal in politics as well as in religion. By persuading others, we convince ourselves. — Junius, 1769

In 1960 it took only 112,000 votes to elect John Kennedy president of the United States.

In the words of Ohio State Sen. Mike Maloney, executive director of the Hamilton County Republican Party, the objective of an election campaign is simply to get out one vote more than the opposition.

In the presidential campaign of 1972, that means both parties have been busy throughout Hamilton County's 1200 precincts, wooing the estimated 50,000 people between the ages of 18 and 24 who have never voted in a presidential election.

These thousands of young are what the "new politics" of 1972 is all about.

But the new politics are not all that new. The clarion rhetoric in the presidential election, 1972 rings on familiar issues. One of course is war and peace, this time the Vietnam War, which both political parties say cannot go on.

The fundamental domestic issues of 1972 are those that have raged in and out of debate since the founding of the republic. It is the economy, specifically the inflated cost of living, playing and dying, for those who hold jobs, in order to pay for this frenetic way of life, and the other problems of the great numbers of people who have no jobs.

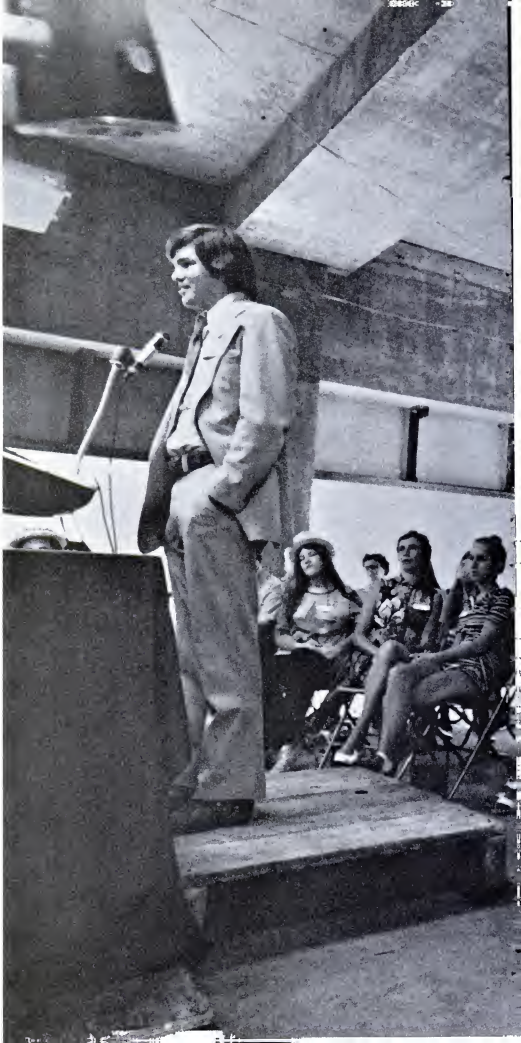
Youths are back on the hustings, only this year in larger force, and with greater enthusiasms and ideals or fierce intensity outdrawing the mere pull of politics.

The difference this year is that the young want change, and this year they will be heard, for this year they will be voting.

The job for Hamilton County Democrats and Republicans alike simply has been to find voters, get them registered, and get them to their polling place in November. Both parties are relying more heavily than ever on the thousands of politically-conscious youngsters to locate and identify as many voters as they can.

Among these thousands of youths volunteering in Hamilton County, let's look at two . . .

Barbara Bouchaert, an 18-year-old freshman at the University of Cincinnati, plans to major in political science. In her younger years, dark haired, energetic Barbara earned impressive credentials as a teen-age political activist,





Bob Lavercombe, youth director for the Nixon effort in Cincinnati, explained the function of the young voters at a major rally held in the early weeks of the campaign.



© Copyright Material

Establishment style.

When the 1972 campaign began, Barbara did not think the Vietnam War would be an issue, because she was convinced Mr. Nixon would have it finished by the election. At the same time, though, Mr. McGovern's idea of pulling troops out within 90 days, to get the prisoner of war issue settled, bothered her. On the war she differs with the majority who considered it the prime issue.

So, first on her priority list of issues has been the economy. Next comes the need to clean up the environment.

Finally the matter of defense spending with its inherent conflicts bothers her. How much defense spending is going to take priority over human needs — depends on how involved we get in our commitments to allies, she says.

Barbara has faith that Mr. Nixon is dealing with the inflation problem, because she sees unemployment decreasing.

She sees the creation of the Environmental Protection Agency by the President as proof of his concern for the environment, and that he has made it a national priority.

Sen. McGovern realizes the environment needs attention, Barbara says, but she doesn't know what his approach will be. "I think he is concerned," she says.

Barbara learned to love politics while young. Her father, Philip, is Republican ward chairman in the Fourth Ward, and she frequently tagged along on his political rounds. She is State Chairman of the Ohio Teen-Age Republicans, a past president of Hamilton County Teen-Age Republicans, holds a membership on the Hamilton County Republican's executive committee and the policy committee. This summer she was chosen to introduce Vice President Spiro Agnew to 2000 people attending an Ohio Republican Finance dinner.

The belief that youth are generally being attracted to the Democratic party really irks her . . . "The 18-year-old vote came along under a Republican president," she says, "and the average age of Mr. Nixon's advisers is younger than those of any other president. There has always been a place for young people in the Republican party.

"Why am I involved? I feel that I am accomplishing something." She gets upset with independents because "a vital force of our democracy is the two-party system."

And of course there are equally en-

continued on page 100



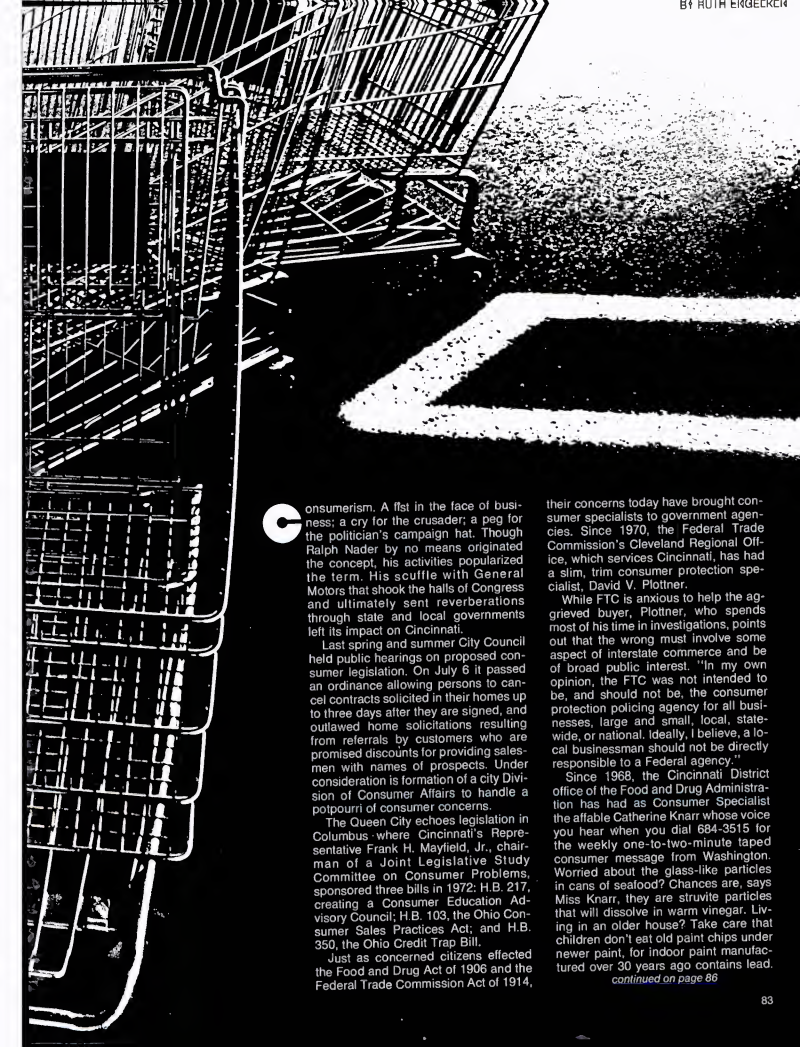
At right, Barb Bouchaert gives directions to Nixon volunteer, Martha Johnson . . . left, Mike Ford (standing) meets with his staff in the "war room" at McGovern Headquarters.



home-grown consumerism

Cincinnatians watch those labels, sizes and prices

By RUTH ERGEKIAN



Consumerism. A fist in the face of business; a cry for the crusader; a peg for the politician's campaign hat. Though Ralph Nader by no means originated the concept, his activities popularized the term. His scuffle with General Motors that shook the halls of Congress and ultimately sent reverberations through state and local governments left its impact on Cincinnati.

Last spring and summer City Council held public hearings on proposed consumer legislation. On July 6 it passed an ordinance allowing persons to cancel contracts solicited in their homes up to three days after they are signed, and outlawed home solicitations resulting from referrals by customers who are promised discounts for providing salesmen with names of prospects. Under consideration is formation of a city Division of Consumer Affairs to handle a potpourri of consumer concerns.

The Queen City echoes legislation in Columbus where Cincinnati's Representative Frank H. Mayfield, Jr., chairman of a Joint Legislative Study Committee on Consumer Problems, sponsored three bills in 1972: H.B. 217, creating a Consumer Education Advisory Council; H.B. 103, the Ohio Consumer Sales Practices Act; and H.B. 350, the Ohio Credit Trap Bill.

Just as concerned citizens effected the Food and Drug Act of 1906 and the Federal Trade Commission Act of 1914, their concerns today have brought consumer specialists to government agencies. Since 1970, the Federal Trade Commission's Cleveland Regional Office, which services Cincinnati, has had a slim, trim consumer protection specialist, David V. Plottner.

While FTC is anxious to help the aggrieved buyer, Plottner, who spends most of his time in investigations, points out that the wrong must involve some aspect of interstate commerce and be of broad public interest. "In my own opinion, the FTC was not intended to be, and should not be, the consumer protection policing agency for all businesses, large and small, local, statewide, or national. Ideally, I believe, a local businessman should not be directly responsible to a Federal agency."

Since 1968, the Cincinnati District office of the Food and Drug Administration has had as Consumer Specialist the affable Catherine Knarr whose voice you hear when you dial 684-3515 for the weekly one-to-two-minute taped consumer message from Washington. Worried about the glass-like particles in cans of seafood? Chances are, says Miss Knarr, they are struvite particles that will dissolve in warm vinegar. Living in an older house? Take care that children don't eat old paint chips under newer paint, for indoor paint manufactured over 30 years ago contains lead.

continued on page 86

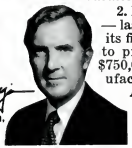
What has Ohio done for business lately?

More than ever before!

And we'll do even more as Ohio's Economic Development Plan for the Seventies gains momentum.

Some early results are in:

1. New Industry Financing — Ohio recorded an 862% increase in state-guaranteed loans for new plants, equipment and employment expansion in '71. During the first six months of '72, we exceeded this record pace. *That's doing more for business than ever before.*



John J. Gilligan, Governor, State of Ohio

2. Industry Retention Loans — last month Ohio approved its first state-guaranteed loan to prevent a plant closing, $750,000 for a Springfield manufacturer (saving 160 jobs). A new Ohio service also aided 47 firms and 20 local communities with business problems. *That's doing something never done in Ohio before.*

3. Ohio's Businessman's Ombudsman — in its first year responded to 3,600 businessmen who called a toll-free "hot line" (1-800-282-1085)... cutting red tape and tapping into a network of state services and resources to help small and medium-sized companies. Now other states are copying the plan, *but Ohio did it first, to help business get ahead.*

4. International Trade Drive — in the first half of '72, Ohio furnished specific leads to 675 firms. Held seminars to open world markets to smaller Ohio businesses. Created a council of experts to increase Ohioans' $2.5 billion share of this growing market. *Ohio's world trade program now is one of the most advanced in any state.*

5. Appalachia Selective Development — initiating new industrial opportunities in 22 rural Ohio communities, to bring an underdeveloped area into the productive mainstream. *Promoting Ohio business where it has never been developed before.*

6. Minority Business Opportunities — opened up Ohio's business opportunities to all members of the minority business community by creating the first Office of Minority Business Enterprise.

7. Out-of-State Development Trips — now using computers to identify companies that may locate in Ohio, our representatives made recent trips to Detroit and Philadelphia... met with 77 active industrial prospects for Ohio sites. *More than ever before!*

8. In 1971... Ohio led competing industrial states in new or expanded industries, with more than twice the total of any midwest neighboring state!

Ohio's vigorous, results-oriented program already has produced impressive gains. It will produce more during this decade.

With our innovative approaches and realistic planning, we'll prove what we've been saying all along: Ohio *is* a nice place to raise a business.

For information, write:
"Businessman's Ombudsman,"
Box 1001, Columbus, Ohio 43216.
Or phone toll free:
In Ohio, 1-800-282-1085.
In Columbus, 469-4689.

a nice place to raise a business

Dr. David C. Sweet, Director,
Ohio Department of Economic
and Community Development.

AMERICAN FINANCIAL CORPORATION

A DEPARTMENT STORE
OF FINANCIAL SERVICES



BANKING
THE PROVIDENT BANK

LEASING
AMERICAN FINANCIAL LEASING & SERVICES CO.

INSURANCE
AMERICAN CONTINENTAL INSURANCE CO.
AMERICAN EMPIRE INSURANCE CO.
DEMPSEY & SIDERS AGENCY, INC.
FIDELITY NATIONAL LIFE INSURANCE CO.
LIBERTY MORTGAGE INSURANCE CO.
UNITED LIBERTY LIFE INSURANCE CO.

SAVINGS
HUNTER SAVINGS ASSOCIATION

HOME CONSTRUCTION
AMERICAN CONTINENTAL HOMES INC.

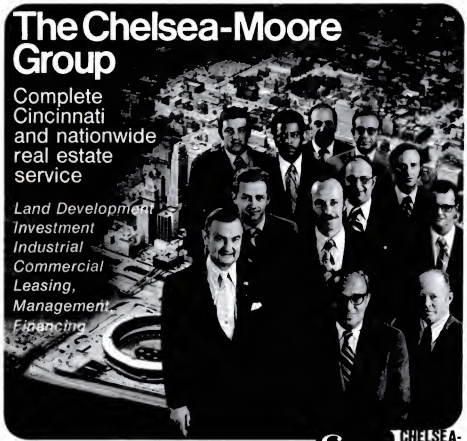
PUBLISHING
THE CINCINNATI ENQUIRER

The American Financial family of companies offers a complete range of financial services with thirteen years of outstanding growth in profits, shareholders' equity, and assets, American Financial's department store of finance is uniquely prepared to participate in the business opportunities ahead.

FOR INFORMATION & STATEMENTS, WRITE:

AMERICAN FINANCIAL CORPORATION
ONE EAST FOURTH STREET, CINCINNATI, OHIO 45202

RESOURCES NEARLY $1,000,000,000 SHAREHOLDERS' EQUITY $101,500,000



At Hertz you don't have to rent a car for a week to get a pay-nothing-per-mile rate.

4 Days	5 Days	6 Days	7 Days
$75	$93	$108	$119

Rates are available at most but not all locations. These rates apply to Ford Galaxies, Torinos and similar sedans. Gas is not included and you must return the car where you rented it.



For reservations call Hertz in Cincinnati at 241-8079 (624 Walnut Street) or 371-8080 (Greater Cincinnati Airport)

Going on vacation? Take along drugs and first-aid equipment and double-check with your doctor about medication if you are at the wheel.

Through 17 District Offices (Cincinnati handles all of Ohio), the FDA checks the safety of foods, drugs, therapeutic devices, cosmetics, household products and toys and the truthfulness of labeling.

One of the first established in the nation (1908), the laboratory at 1141 Central Parkway has sophisticated testing equipment, a staff of some 40 technical and clerical workers, and expertise in heavy metal analysis. During emergencies (such as the recent botulism in canned soup), the crew works around the clock to pinpoint the culprit. The FDA can seize the flawed product, get an injunction to prevent more flawed products from entering inter-state commerce, or criminally prosecute the guilty person or firm.

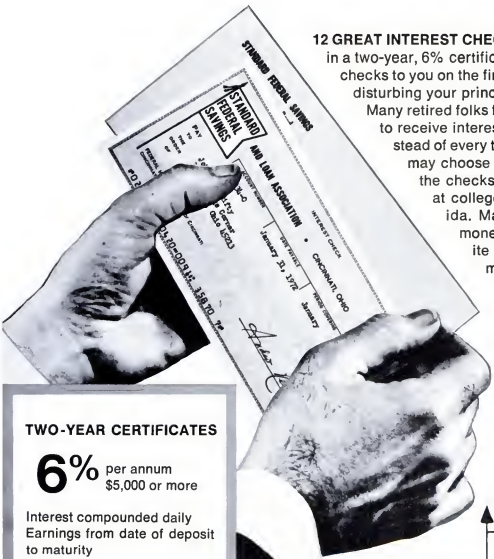
Currently, six Ohio hospitals report to Cincinnati on about 200 accident cases per week as part of a computerized national injury surveillance system to identify home products responsible for 18,000 deaths and 20 million injuries annually.

The local Better Business Bureau, established by 100 business firms in 1923, is part of an international organization formed by business to clean up the market place. From a two-person operation, the Cincinnati bureau at 26 East 6th Street has grown to a staff of twelve full-time workers and several part-time. George C. Young, the fast-talking, fast-acting president with the BBB since 1937, calls their fact-finding and fact-disseminating service "one of the truly free things left in the world. It costs the taxpayer nothing. What it costs is $105,000 a year between 1,000 businesses. We educate people not to get gyped and then, if they do have trouble, we help them resolve the problem." When an aggrieved consumer files a form in triplicate with the BBB, he zeroes the dart of moral persuasion on the target of abuse.

On May 5, 1972, the BBB hosted a symposium at the Cincinnati Club on consumer protection for representatives of local, state and federal agencies and organizations. Present was Dr. Mitchell Zavon, assistant health commissioner in charge of Environmental Control and Consumer Protection for Cincinnati. In addition to inspecting and licensing thousands of establishments and checking weights and measures, Zavon studies restaurant menus. Does a customer get what he orders? Sometimes not, in the absense of official term definitions. A customer, for instance, who orders filet of sole may get any flat fish. "Did you ever notice," Zavon asked, "how the glass for milk gets smaller as the price gets larger?"

EARN 6%

RECEIVE INTEREST CHECKS MONTHLY!



12 GREAT INTEREST CHECKS A YEAR! Save $5,000 in a two-year, 6% certificate and we'll mail interest checks to you on the first of every month, without disturbing your principal.

Many retired folks find it a great convenience to receive interest income every month instead of every three or six months. Or you may choose a second party to receive the checks—a daughter or son away at college, a mother living in Florida. Many savers use the extra money to indulge in their favorite activity, or to help meet monthly expenses — ease the budget pinch.

TWO-YEAR CERTIFICATES

6% per annum
$5,000 or more

Interest compounded daily
Earnings from date of deposit to maturity

Deposit	Receive Check Monthly
$ 5,000	$ 25.06
10,000	50.12
15,000	75.18
25,000	125.30
50,000	250.60

The saving place of great interest

STANDARD FEDERAL SAVINGS

INSURED UP TO $20,000

525 Vine Street
6070 Montgomery Road
49 Wm. H. Taft Road
Cincinnati



When your company speaks, are you sure the right people are listening?

Who are the right people?

For some, they're the decision makers of the business community. The affluent. And better educated.

The kind of people you'll find reading Cincinnati Magazine.

For example, about half of our more than 60,000 readers have at least one college degree.

And earn better than $15,000 a year.

Three out of four own stock.

And over ninety per cent of them spend time with us on a regular basis.

No wonder when our advertisers speak the right people listen.

Want to hear what we can do for your company?

Just call or write Dick Kuck, Advertising Manager, Cincinnati Magazine, Cincinnati, Ohio 45202.

Cincinnati
Magazine

Prepared for the Cincinnati Chamber of Commerce by The Ralph Jones Advertising, 3100 Carew Tower, Cincinnati, Ohio 45202

Each day you probably use scores of the thousands of name brand items manufactured and processed with DuBois' many industrial and institutional processing, cleaning and maintenance compounds.

Among them are food, household appliances, automobiles, clothing, paper, office equipment and highway signs. Even the aircraft you fly in has probably been cleaned inside and out with specialized DuBois Chemicals products.

If you are a business or institutional executive, drop us a note. Let us send you data on DuBois' specialized products for your business.

Write Ad Dept. C-10, DuBois Chemicals Division of Chemed Corporation, 1100 DuBois Tower, Cincinnati, Ohio 45202.

DuBois Chemicals

International leader in the manufacturing and marketing of industrial and institutional maintenance, cleaning and processing products...



ABOVE: DuBOIS' INTERNATIONAL HEADQUARTERS — DuBOIS TOWER, CINCINNATI, OHIO 45202

Who would wont to leose o cor to o solesmon who drives over 50,000 miles o yeor? We would. With no extra chorge for mileoge.

Our special leasing plan for high mileage drivers eliminates the excess mileage charge you normally get stuck with—puts new economy into business driving. Call 563-1400 and learn more about the traveling man's best friend.

MIKE ALBERT LEASING, INC.
10381 Evendale Dr. (Evendale Exit off I-75)



© 1972 Mike Albert Leasing, Inc.

CINCINNATI'S COMPLETE
TRADE BINDERY

- Loose Leaf Binders (custom made)
- Mylar Hole Reinforcement
- Mylar Index Tabs (14 colors)
- Direct from Manufacturer
- Fast local service

MARTIN YOUNG INC.

Serving business and industry since 1885

215 East Ninth Street
Cincinnati, Ohio 45202
(513) 241-5630

Such a detail is not likely to escape the attention of consumer protection organizations in Cincinnati. And there are many!

In 1934, the year Nader's dad was passing cigars, a class in Money Management in the School of Home Economics at the University of Cincinnati became the nucleus of the Consumer Conference of Greater Cincinnati, the oldest and largest (nearly 1,000 members) consumer group in the nation. Under the capable leadership of Mrs. A. D. St. John, the group has monthly meetings with knowledgeable speakers, monthly industrial tours, a monthly bulletin, and an annual scholarship for a deserving Home Economics student. The dues? Two dollars a year.

Three years ago another U.C. group — The Cincinnati Experience — was launched at the Calhoun YMCA by David Altman, former editor of the *U. C. News Record*, to provide moderate students an outlet for social concern and to tap the unchanneled energy of the vast middle class. For the volunteer group, largely funded by the University, Consumer Protection is but one tine of a multi-pronged thrust against societal problems. Since April, the Experience has manned a Consumer Hot Line, 475-4338, for speedy action. Presently investigating abuse of sales tax restrictions on carry-out food by chain restaurants, the group soon plans to tackle automotive safety and repair.

Another U.C. organization, the Center for Consumer Affairs, is composed solely of law students who for eighteen months have donated their services to help the lower income consumer. The group operates three complaint centers each Monday evening: Gateway Community House on Lincoln Park Drive, Princeton Jr. High Annex in Lincoln Heights, and Santa Maria Community Center in Price Hill.

"While we do not provide legal advice, we will act as a third party mediator to work out an agreement that will be acceptable between the consumer and the seller," says Paul Neumann, last year's director. Should their efforts abort, they have agreements with legal aid and the University of Cincinnati Legal Clinic. If an attorney is needed, students provide investigative services free. In addition to sending a news letter to West End residents, the group ran a supermarket pricing survey with Krogers, Albers and A. & P. On 108 standard items they found no discriminatory pricing between ghetto and suburban stores.

The "baby" in the area's consumer family is the fast-growing Southwestern Chapter of Ohio Consumer Association, "born" in October 1971. An affiliate of the state group incorporated five years ago, the local chapter has 46 voting members (more individual members)

NO BIG DIAL

in Cincinnati, mostly it's channel 9
now, past and future for consistent
performance and outstanding response

the market leader

WCPO/TV 9



7-11
The Avis Special

PICK THE RATE THAT'S BEST FOR YOU . . .

$7 a day 11¢ a mile	DUSTERS, DEMONS OR SIMILAR CARS	SPECIAL DAILY RATE	GAS NOT INCLUDED	Reservations Not Accepted No Discount Available At Most Avis Stations (Not Available Weekends In New York.)	Car Must Be Returned To Station Where Rented
$7 a day 11¢ a mile	PLYMOUTH FURY III OR SIMILAR CAR	AVIS WEEK SPECIAL (7 Day Minimum)	GAS NOT INCLUDED	Reservations Accepted No Discount Available At Most Avis Stations	Car Must Be Returned To Station Where Rented
$7 a day 11¢ a mile	PLYMOUTH FURY III OR SIMILAR CAR	WEEKEND SPECIAL	GAS NOT INCLUDED	Reservations Accepted No Discount Available At Most Avis Stations (Not Available Weekends In New York.)	Car Must Be Returned To Station Where Rented
$12 a day 11¢ a mile	PLYMOUTH SATELLITE OR SIMILAR INTERMEDIATE CAR	SPECIAL DAILY INTERMEDIATE CAR RATE	GAS NOT INCLUDED	Reservations Accepted No Discount Available At Most Avis Stations.	Rent It Here Leave It There

Avis rents sparkling new Plymouths and other fine cars.

with dues, $6.00-regular, $2.00-student and senior citizen. Individuals and organizations (including Labor Council of AFL-CIO) make up their roster. Committed to a program of consumer education and legislation, the group has four meetings a year and puts out a Newsletter every-other-month, alternating with the state Newsletter. Mrs. Helen Cissell, strong-voiced president, argues for a "Consumer Advisory Council where people will discuss and listen to each other."

Still another consumer voice is expected. The Columbus-based Ohio Public Interest Action Group, a Ralph Nader affiliate, now investigating an Army Corps of Engineers Project in Batavia, anticipates running price surveys in the Cincinnati area.

How does business feel about so much consumer activity? Procter & Gamble welcomes it. ". . . our company has a Consumer Services department which answers all consumer questions and complaints," says Helen P. Kuether, department manager. ". . . this service to P & G consumers has been a function for well over 50 years." The growth of the department, however, reflects P & G's steady growth and its continuing interest in personal responsiveness to consumers. From a one-man office with a single secretary in 1941, the department has expanded to thirty employees who process the bulk of the vast correspondence within five days.

"Recently, we have been making greater use of telephoning for this exchange of information with our customers. We feel this is a more personal

Today's consumer — concerned



approach, and consumers invariably agree by responding with enthusiasm to the fact that we are genuinely interested in their individual problems and questions."

The Kroger Company likewise welcomes feedback from the consumer. According to Audrey McCafferty, manager of press and publicity, "We do guarantee all products sold in our stores and have since the company was founded in Cincinnati back in 1883. This was one of Barney Kroger's maxims . . ." Letters of complaint are put to practical uses. ". . . when a shopper writes to us, she is asking us to keep her as a customer," says Miss McCafferty. "We appreciate that opportunity, because customers are essential to us."

Recently Kroger worked with the F.D.A. in their nutritional labeling tests. As a result of consumer demand, food labels will soon contain the percentage of Recommended Dietary Allowance (RDA) in a serving. According to a recent survey, 85 per cent of the customers wanted labeling extended to all foods and the majority wanted more nutrition education in the schools.

Doubtless the nub of consumer problems is contained in the core of education. Mrs. Pearl Thompson, first grade teacher at Hyde Park School, took a pragmatic approach last spring when she transformed Room 101 into a supermarket and gave her six-year-olds first-hand experience with pricing, shopping, and label study. She was grooming young Cincinnatians for the role they will play all their lives — the role of the consumer.

about rising cost and quality.



looking for an apartment

Here's the place to begin! The Greater Cincinnati Apartment Guide gives you rental information, features, and directions for the finest apartments in Greater Cincinnati.



You can get your FREE Apartment Guide at Cincinnati motels, auto rentals, major newsstands, or just fill out the coupon below and send it to the Cincinnati Apartment Association office.

Get a FREE guided-tour of Cincinnati's apartments!

CINCINNATI APARTMENT ASSOCIATION
1213 Tennessee Ave. Cincinnati, Ohio 45229

Yes, I would like a FREE copy of the Greater Cincinnati Apartment Guide.

NAME _____ CITY _____

ADDRESS _____ STATE _____ ZIP ____

community
commitment



Our commitment is education. The Mount is a four-year Liberal Arts College for Women. But it is more. The Mount's Later Learning Program and Early Learning Center provide unique educational opportunities to the community. Visit the Mount. It's only about 15 minutes from downtown. Discover this important community resource.

College of Mount St. Joseph
Mount St. Joseph, Ohio 45051

Two-Wheelers continued from page 59

hints on safety procedure and bike maintenance that otherwise might be learned through unfortunate experience. Another advantage, club leaders always keep their eyes open for new and exciting places to cycle.

Cincinnati Cycle Club is one of the most active clubs in the area. Bill Lapthorn, Club president, tries to coordinate the activities of the organization around all the different types of biking and bikers. Last fall the club experimented with a combination bike and boat tour. Naturally, Mother Nature turned fickle and the autumn weather looked more like the monsoon season. But a little rain never dampens a true cyclist's spirits. The Cycle Club started from Fountain Square amidst a downpour to arrive, soggy but hungry, for a banquet aboard the Johnson Party Boat and a trip on the Ohio River.

On longer, 60 mile excursions such as this the Cycle Club usually plots a shorter alternate route and brings along a "sag wagon". This is for the beginner who might drop out early. For the competitive faction, a race course was set up.

Usually, the Club alternates Sunday rides between the varying cycling groups (beginners, advanced tourer, and racer) over a six week period. During this time span, one major trip is planned to include everyone. The Sunday ride is what the Club was founded on. Mr. Lapthorn, a member since 1950, has watched the Club grow from its original close-knit group of 20, to next year's expectancy of 1000.

What Mr. Lapthorn sees as becoming increasingly popular is the overnight bike trip. He projects incorporating more of these into his program. Presently, most major two and three day trips are advertised and sponsored nationally through the League of American Wheelmen, (L.A.W.), then planned locally.

An exciting two nighter, taken each summer in the Tri-State area, is a 56 mile trip from Harrison, Ohio to the Wine Festival in Vevay, Indiana. A few members of the Harrison Bike Club, headed by Bill David, and some of his friends initiated this trip a few years back. They had so much fun it's become a widely-known annual event.

Scheduled for this month are two L.A.W. bike overnights that will be close to home. The Hilly-Hundred weekend in Bloomington, Indiana is the ideal event for the adult touring cyclist. The course is through the scenic hills of Southern Indiana and consists of two 50 mile loops through Bloomington. The Bluegrass-Red River Invitational Weekend will place emphasis within the rolling, horse-farm lined and historical countryside of Kentucky.



Why our service is as good as our product.

Our Service Control Center makes sure the customer's orders and Hilltop's delivery are coordinated, and that the concrete is mixed to the job's specifications.

Hilltop's three aggregate plants provide specification aggregates to meet any construction requirements.

Our own staff of engineers can answer any request for technical assistance.

Field Expediters coordinate deliveries to the job site.

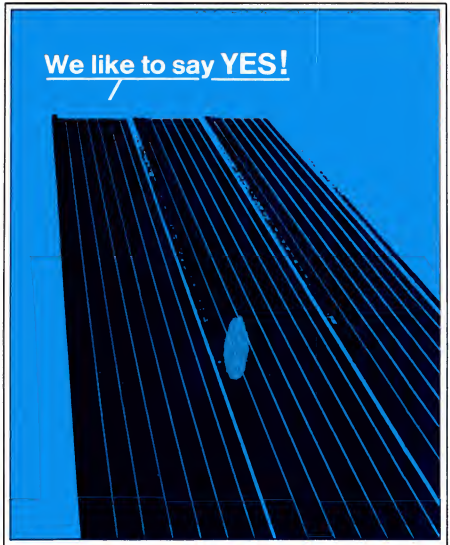
Hilltop's entire staff is available for consultation during the planning stages of any job.

Over 150 all-wheel drive Oshkosh radio dispatched trucks deliver concrete to job sites in any weather.

All of these services, plus a wider range of advanced concrete formulas and aggregates, give Hilltop a product of the highest possible quality.

Hilltop

Concrete Division Cincinnati & N. Ky./922-5100 Dayton/252-9971
Aggregates Division Cincinnati & N. Ky./621-4995 Dayton/252-9971
Serving markets in Ohio, Kentucky, Indiana and West Virginia.



YES Every banking service is yours at Provident.

YES Every Provident person you meet wants to help you . . . whether you need investment counsel, a savings or checking account, or any of the many other Provident ways to help you with money.

YES Many people driving new cars, buying homes, educating their children or meeting medical bills, have been helped by their friends at Provident.

YES Provident Bank is open all day long. No mid-afternoon break in services. Open Monday through Thursday until 5:00 P.M. and on Friday until 6:00 P.M. And for your added convenience, 17 suburban offices are open on Saturday, with complete banking services till 1:00 P.M.

YES We would like to have you stop in at any of 23 offices where each staff member is ready to be of service.

The Provident Bank

RESOURCES OVER $330,000,000 • MEMBER OF F.D.I.C.

Cincinnati Cycle Club has another offer for those who prefer not to cross town before they go on a cycling trip. The answer is evening bicycle rides grouped according to zip code. A convenient night, hour, and rendezvous are agreed upon by the cyclists of that area. Once the members meet at the starting point they can decide the agenda for that evening's ride. Many small, township clubs do something along this order. The program lends itself to flexibility.

At the University of Cincinnati, many students agree that a bike serves as a leg saver. The U.C. Cycle Club's biggest activity was conducting the U.C. criterium on campus. A criterium is a bike race that covers a particular course several times. Racers came from as far as Illinois, Michigan, and Tennessee.

As Bill Gallegher, State Road Race champion, says, "Bicycle racing is thrilling, a physical workout, and demands psychological strategy." It's a sport where one must use and outwit his opponent.

Racing a bike is just now catching on in Cincinnati. The Queen City Wheelmen grew out of this rising interest last December. Les Gesell, president of the Wheelmen, believes the membership of 33 will expand. His two main goals are involving high school students and procuring an oval, banked race course.

The race course, Les says, would enable the inexperienced enthusiast to have a chance at racing. As it stands now, it is difficult to block off race areas for long periods of time, making class races rare. This means the beginner often gets stuck challenging state champions for the winning title, leading many times to discouragement. Having a race track would obviate this problem.

Last spring the Cincinnati Sierra Club, along with other ecology-oriented organizations sponsored Bikeology Week in Cincinnati. The club usually takes one major ride a month.

American Youth Hosteling is another facet of overnight bike hiking. Hostels are inexpensive lodgings usually set in the rugged outdoors with a casual atmosphere. To "hostel hop" in Ohio presents a problem because hostels are few and far between. But development of the program is seen in the near future. Fortunately, most of today's hostels are located in scenic areas with bike rentals located conveniently.

Something new called home hosteling has sprung up in the Midwest through the kindness of families opening their houses to hostelers. This is a great way to go if traveling alone or in very small numbers. Cincinnati AYH hopes to add to the currently available chain of home hostels. If you're interested in the AYH program, contact Cincinnati Director of Hostel Development, Ron Straub (891-5669) or call the Cin-

THE FIRST SANE, SENSIBLE WAY TO TAKE A SHORT BUSINESS FLIGHT.

TWA's AMBASSADOR EXPRESS.



YOU CAN GET YOUR TICKET AT THE GATE.

If you don't have time to get your ticket in advance from a Travel Agent or TWA, you can buy it right at the departure gate. (Leave enough time for security checks.)



YOU CAN BRING A FULL-SIZE BAG RIGHT ON THE PLANE.

We put new luggage compartments on nearly every Ambassador Express flight. They're big enough to hold even full-size suitcases.



YOU'LL FIND ALL REFURNISHED INTERIORS WITH OUR TWIN SEAT IN COACH.

We've put in new seats, carpets, colors, fabrics, etc. In coach you'll find our Twin Seat. If nobody's sitting next to you, you can fold down the middle seat and sit two across.



YOU CAN HAVE EITHER A FULL MEAL OR A LIGHT SNACK.

On meal flights to most Ambassador Express destinations, you'll be offered either a full meal such as steak or chicken or, if you prefer, just a snack such as a sandwich or quiche lorraine.



YOU'LL HAVE 8 CHANNELS OF AUDIO ENTERTAINMENT.

On most longer flights you'll find 8 channels of music, humor, sports and business news.



YOU'LL FIND OUT AND BACK SERVICE THE SAME DAY.

To most Ambassador Express destinations, we've set up our schedules to make it convenient for you to leave in the morning and return the same day.

TWA's AMBASSADOR EXPRESS. ON BUSINESS FLIGHTS BETWEEN MAJOR MIDWEST AND EAST COAST CITIES.

No other airline gives you anything like it. Call your Travel Agent or TWA.

*Ambassador Express is a service mark owned exclusively by TWA.

COMMUTE-NEW YORK



PARKING AT AIRPORTS:

Greater Cincinnati Airport and APCOA.

Partners in progress.

We are working together to provide users of the airport with the best parking, not only now but in the future.

Soon the airport's parking capacity will be doubled. There will be outstanding shuttle transportation, improved access, smoother traffic flow, curbside baggage service.

Our goal is to make airport parking as pleasant and as convenient as possible.

Our personnel are indoctrinated in courtesy and encouraged to put themselves out for customers. That means as much to us as our expertise in engineering, revenue control and responsible operations.

There is another reason we go all out for Greater Cincinnati.

We have been the airport's parking operators continuously since 1951. The location was one of our very first. Now we're world-wide with 400 parking operations.

We strive to please customers at all of our locations, but take special pride in doing so in Cincinnati.

APCOA
A SERVICE OF ITT
PARKING

APCOA:
PARTNER IN PROGRESS
WITH GREAT TOWNS,
GREAT AIRPORTS

cinnati Recreation Commission, 421-1652.

Bike models and price depend on the kind of biking one wants to do. Children and adults who take short spins enjoy the one-speed ($30-$50) or the three-speed ($50-$80). Long-distance travelers need a five or ten-speed. The price tag on a five-speed ranges between $70 and $90, the ten-speed from $90 to over $400. It's always good to keep in mind the little extras such as locks, lights, baskets, cyclometers, and water bottles. It's surprising how they can add up. Before purchasing a sparkling, new bike take a good look at the classified ads. Prices for a used bike range from $5.00 upward and often depend on the buyer's negotiating skill.

When it comes to bicycle safety and bike lanes, cyclist and non-cyclist agree that more are needed. The Riverfront Bike and Hike project approved this summer was a step toward meeting this need. The Riverfront Trail will be built in six stages over a period of 10 years along the Ohio River from Fernbank to Coney Island.

The first phase will be a path around Lunken Airport. When this is completed and all problems resolved, the second stage around Saylor Park will be started, and so on. If the Riverfront Trail is a success, it could lead to the construction of a complete bikeways network throughout the city of Cincinnati.

Presently, there are no really adequate and safe bike paths of any length in Cincinnati or Hamilton County. The closest available trail is the Little Miami River Scenic Bikeway, which extends from Yellow Springs, Ohio to the Cincinnati Nature Center, near Milford, Ohio. This is a 90 mile bikeway which utilizes county and township roads.

Bike trails can serve anyone seeking outdoor recreation; that's probably their strongest point. Both the elderly and the young can have a place to hike and bike without oncoming traffic. Businessmen can actually commute to work by bicycle. Families can go on weekend bike trips.

The Riverfront Trail took only six months to be planned and then approved by City Council. The reason: a lot of hard working people with well-thought-out ideas united their forces. The Cincinnati Recreation and Planning Commissions assumed the main responsibility, seeking advice from bicycle clubs, nature groups, associations for the handicapped, and endless other worthy organizations. Political support was strong throughout the campaign.

Tried and true bicyclists have a strong sense of unity. They are willing to work together diligently. And they have a very pragmatic advantage; it's very hard to put up an argument against something as practical and as much fun as a bicycle.

BROADWAY THEATERS
CINCINNATI AIRPORT INN
CINCINNATI BELL TELEPHONE CO.
CINCINNATI ROWNTOWNER
CLASSIC PORSCHE AUDI
COINCIDENTALS
CREST COMMUNITIES, INC.
DAYCOA, INC.
DREES BUILDERS
FAMILY MOTOR INN
FLAGSHIP INN'S, INC.
HERTZ SYSTEMS, INC.
HOLIDAY INN
KANTER CORP.
LOLL FORTY THREE
NATIONAL CAR RENTAL
NEWSWEEK
PEPSI COLA BTL. CO. OF CINTI.
PRESIDENT MOTOR INN
QUALITY MOTEL CENTRAL
RAMADA INN SOUTH
SENCO PRODUCTS, INC.
SHERATON-GIBSON
STATE OF OHIO (AREA DEVEL.)
STOUFFER'S INN
TIME
U.S. AIR FORCE
U.S. ARMY
WCPO-TV (CH. 9)

ROLCO ADVERTISING COMPANY
AIRPORT DISPLAY DIVISION

MAYBE OUR NAME ISN'T
FAMILIAR, BUT YOU KNOW
THE CLIENTS WE SERVE.

WHY DID A CHICAGO-BASED FORTUNE-500 COMPANY LEASE THEIR VEHICLES FROM A SMALL OUTFIT LIKE BUCKEYE?

If you are responsible for the management of your company's fleet, you will be interested in their reasons: *values* and *profess/onalism* in full service auto leasing.

Call or Write:
Paul Padget
(513) 631-6874

BUCKEYE AUTO LEASING OF CINCINNATI INC.

2280 Seymour • Cincinnati, Ohio • 45212

New regional headquarters office to locate? Look at

CINCINNATI TODAY

You'll like what has changed

- The bold new look and outlook is most evident in the very heart of the business—hotel—shopping district. New office towers, skywalks, spacious plazas, Convention Center, new 55,000-seat Riverfront Stadium make Cincinnati a distinctively changed city.
- In the resurgent central business district 2.6 million square feet of modern office space have been added. Another 800,000 is scheduled for completion by 1973.
- The average annual rent in major downtown office facilities was only $5.18 per square foot in July 1971. Lower than in most cities you might be considering.
- A variety of choice suburban office space is also available.

And what hasn't

- A lower cost of living than in most other metro areas.
- A strategic location that puts you closer in average proximity to the 33 major distribution centers east of the Rockies than you'd be in any other large city.

Within a 600-mile radius is 65% of the nation's manufacturing establishments and 62% of its population.

- A crime rate significantly lower in relation to other metropolitan areas.
- Unique cultural and leisure-time attractions that include a world-famous Symphony Orchestra, Summer Opera, celebrated museums, variety of theatre, major league baseball, football, basketball.
- The changed and the unchanged all combine with an ethnic friendliness to make this the kind of stimulating community that attracts and holds key personnel.

For specific details about office space, sites, labor market or suppliers, write or call Charles E. Webb, Director Economic Development, 309 Vine Street, Cincinnati, Ohio 45202 (513-721-3300).



THE GREATER CINCINNATI CHAMBER OF COMMERCE

Youth/Politics continued from page 81

thusiastic Democratic young people. One is Dori Corrado of suburban Cheviot. She can't stand "people who complain but won't work for change."

Twenty-year-old Dori is a pro-McGovern, hardworking political activist. Her goal is to be a social worker, an ambition she acquired when deciding to change the world. When Dori was a high school freshman, she took a basket to a poor family in the inner city, and discovered desolate poverty.

"I just didn't believe what I saw," she recalls.

She thinks McGovern will make more of an attempt to bring about basic social changes. Nixon, she says, is not a bad man, but is more interested in the needs of the middle class.

A bit beyond her teens, blond, smiling Dori is a University of Cincinnati junior majoring in urban affairs. She is a worker for the Ohio Democratic party's voter identification survey.

During the primaries she helped organize the more than 1200 young people who volunteered. There were so many at one point they nearly ran out of things for them to do she says. That's the kind of thing that kids really get excited about. They see themselves as being able to effect change.

There are two types of people working, says Dori. One kind is involved in politics, and they are in to stay. A lot of them are political science majors. They are interested in the whole political process and in working for the whole party ticket.



Peter Glaubitz, Nixon manager

The others are there to be working for the man, McGovern or Nixon.

Dori finds she is supporting McGovern because she thinks he is the candidate who can bring about change, but all candidates and office holders she feels should have an impact. Drum beating is not the only exciting thing to Dori. She enjoys the research, hard work and planning. "You work in this organization in such a way that you can persuade people. The idea that you can actually *do* something is what appeals to the kids."

Sen. Mike Maloney points up a seeming paradox in the Presidential race. The polls have consistently shown President Nixon ahead of Sen. McGovern, but polls, Maloney also says, don't reflect party loyalties as much as they do personal beliefs about issues. Yet, the voters today are issue-oriented, and to many this would have seemed to mean a leaning toward the liberal, more idealistic, more Democratic point of view. So, Maloney explains the Nixon advantage in the polls by saying issue-minded young people are primarily looking for answers not men.

"They are very discerning and are looking for the man with answers," he says. "Even with the attraction McGovern holds for youth, the President will get his share."

All the young who are disenchanted with government are not looking for radical change. All the young are not alienated from the Establishment, all are not in college, and all are not purely idealistic, say the Republican leaders — who hope their party and their man will attract the young whose idealism is blended with practicality.

Off the campus, out in the offices, shops and factories are the other young, with strong conservative attitudes, who prefer change to be more orderly. They too are fed up with the war, inflation, higher taxes, and destruction of good earth, and they feel unemployment as strongly as any other group. But they want solutions to come with less wrenching and tearing, and many are inclined to see Mr. Nixon as finding solutions less disruptive to their life styles.

But Zane Miller, leader of the McGovern campaign in Hamilton County, points out that there are also a great number of young men in the work forces who are victims of inflation and high unemployment.

"The bulk of the young people who came into our campaign in Hamilton County," says Miller, a professor of history at U.C., "are many of the people



Promises To Save You Money
WITH GAS
$7 PER DAY
12¢ PER MILE

Price is non-discountable and applies only to VegaWe feature Chevrolet, Pontiac, Oldsmobile, Buick & Cadillac. Car must be returned to renting city. S & H Green Stamps except where prohibited by law.

Take advantage of us.

SIBCY SELLS SERVICE
and we would like the opportunity to sell some to you. Whether you are moving to or from Cincinnati our service oriented sales associates can professionally solve your real estate needs.



8040 Montgomery Road
Cincinnati, Ohio 45236
(513) 793-2121

who had been turned off by the system."

They all aren't University students, he points out, but are spread across the social spectrum from the inner city to Wyoming and Glendale. To those who seem surprised that liberal minded workers would come from affluent areas, he points out that in 1968 the liberals ideal, Eugene McCarthy, got his strongest support in the suburbs of major metropolitan areas.

Late in the campaigns, in October, the real push to get out the vote is in force. As the candidates from the top of the ticket down intensify their efforts, the workers in the county are trying harder to get their voters out. This is when attempts to woo voters into switching loyalty from one party to another ease off and the goal is to get the people out, each party hoping to get more of their own people to the polls.

The 1972 campaign probably presents more real differences between the presidential candidates than any since the Roosevelt-Hoover campaign in the depths of the Depression.

The McGovern election machine is said to have alienated the old pros and the labor leaders in the primaries and the Democratic National Convention. Republicans have been hoping to capitalize on this by getting significant numbers of old-line Democrats and union people to withhold active support from the top of the Democratic tickets.

Old Pro Sidney Weil, co-chairman of the Hamilton County Democratic Party just doesn't see this happening.

"Adjustments are part of political life, and I don't really see any big differences between McGovern and the party regulars. What differences there are have been exaggerated. As the weeks pass, the Humphrey, Muskie people and the labor people and McGovern people have been getting together and learning that there never has been any real difference."

The work of the presidential campaign is boiled down to two areas, says Peter Glaubitz, campaign manager for Hamilton Countians to Re-elect the President.

The first was the hard-core business of developing an operating organization and planning. These are the things that every campaign needs, — telephones, establishing campaign headquarters, offices in neighborhoods, arranging for speakers, rallies, distributing literature, buttons, and banners and other campaign materials, and keeping all people informed of what is going on and keeping them informed about the candidate's positions and views.

"But more than that, our business has been to get college students to open their bright, highly idealistic minds to realities," says Glaubitz.

"There are two stereotypes prevalent about youth which I shared myself until I got into this," says Glaubitz. "They are that all youth are liberals, and all youth are college students. Neither, I am learning, is true.

"I am overwhelmed by the number of young people who are coming to work in the Nixon campaign. One youth who began a young-people-for-Nixon drive among his friends, found it spreading through his neighborhood. Another came to me and wanted to begin a young-Democrats-for-Nixon campaign."

Perhaps one of the reasons college youth tend to be more liberal and see the Democratic party as more idealistic is that most have been financed all their lives by the parents, Glaubitz speculates. "Youth who have had more responsibility for themselves, and have had to provide for young families, tend to be for Mr. Nixon. They seem to be better able to deal with realities."

But the big factor in this campaign is the zeal of youth, and youth's new freedom to operate politically. In the past young people were fairly rigidly controlled by the regular party organizations.

Glaubitz sees a corps of idealists and realists in both the McGovern and Nixon camps. "Nixon seems to attract the super conservatives, and McGovern at-

THE BEST THING THAT'S HAPPENED TO LUXURY LIVING SINCE THE REGENCY!

Model 3 bedroom, 2½ bath townhouse, 2 bedroom, 2 bath garden apartments decorated by Greenwich House Inc. and Milton Okrent Interiors . . . open daily noon to five or by appointment. Phone 871-1198.

REGENCY SQUARE
townhouses and garden apartments
adjacent to The Regency, just off Madison & Observatory Roads





The World Is Small When You Fly

And you may be eligible to fly under the "GI Bill" if you were discharged after 31 January, 1955

VA Approved Courses

Commercial Pilot
Airline Transport Pilot
Instrument Rating
Multi Engine Land Rating
Single Engine Sea Rating
Flight Instructor—Airplanes
Flight Instructor—Instrument

Call 321-5822

Cardinal Air Training
Lunken Airport



FRANK HAMILTON WAREHOUSES, INC.

605 NORTH WAYNE AVE.
CINCINNATI, OHIO
(513) 733-5300

Cincinnati's only computerized Public Warehouse

OFFICE
LIBRARY
HOUSEHOLD
ELECTRONIC
INDUSTRIAL
CONVENTION
COMMERCIAL

Ohio's Finest Specialist in Moving

RAY HAMILTON CO. MOVERS

630 EDEN PARK ENTRANCE
CINCINNATI, OHIO
(513) 241-5223

tracts the super radicals." But still he wouldn't classify the main body of both camps as being moderates. "I see the corps of people in the McGovern camp as highly idealistic, and the Nixon people, I think are more realistic, more able to fully evaluate what is going on."

The business of running the local presidential campaigns has been about the same for both parties. The regular Hamilton County Democratic and Republican organizations have gone about their business of supporting the work of presidential campaigners while waging their less dramatic fights for other offices.

Hamilton County Republican Chairman Earl Barnes and Executive Director Maloney had been quietly gathering material and laying the groundwork for the presidential campaign until former Cincinnati Mayor Eugene Ruehlman was named head of the Hamilton County campaign to re-elect the President. Mr. Ruehlman, in turn, found the young advertising man and restaurant consultant, Peter Glaubitz, to run the day-to-day business of the campaign. Glaubitz in 1971, managed Guy Guckenberger's successful race for Cincinnati City Council.

The Democratic effort for Sen. McGovern got a rolling head start in the hard fought primaries, and the momentum of the work and enthusiasm that was harnessed by McGovern's campaign manager, Dr. Miller, continues into the general campaign. Like the Republicans the Democrats hired a young man to manage the nitty gritty of the campaign. He is Mike Ford, who helped run Gerald Springer's winning councilmanic race.

Back at the Hamilton County Democratic Party Headquarters, co-chairman Sidney Weil and John (Socko) Weithe — like their friends at Republican headquarters, Chairman Earl Barnes and Sen. Maloney — are doing what they can to help local candidates get elected to the two local seats in Congress, to the Ohio General Assembly and to the county courthouse.

The bulk of the young volunteer campaign workers really don't seem to have deep interest in those races. Their enthusiasms are for the national issues and the presidential candidates. But one of the spinoffs both parties hope for from this youth involvement is more enduring political interest and loyalty.

Like all the people involved, young and old, Dori and Barbara both love politics, its excitements, its involvements and just being around people who can get things done.

As another very involved young worker put it, "I have to live in this world and I want something to do with the way it is run. Politics is an obligation of everyone, and that is what our work in Hamilton County is all about."



The full-page ad on the inside cover (reproduced above) is one of a series of CG&E ads in the Wall Street Journal, Forbes, Business Week and other publications that are helping to persuade business on the move to take a closer look at the 3-state Greater Cincinnati Area.

And they're being persuaded!

From January 1, 1965 through 1970:

- 123 new industries were attracted to the 3-state Greater Cincinnati Area.
- 505 existing industries expanded.
- Capital investment was over $900,000,000.
- Employment increased by 94,700* in non-agricultural establishments.

*Source: Ohio State Employment Service

CG&E

The Cincinnati Gas & Electric Company

Serving homes and industry in the nearly 3,000 square-mile area of southwestern Ohio, northern Kentucky and eastern Indiana.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS
SPECIALIZING IN
C.A.T.V., TV & RADIO PROPERTIES

LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI —
Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON —
Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336

HUBER

Waste Control Systems

FOR RESTAURANTS • HOTELS • MOTELS • HOSPITALS
NURSING HOMES • SCHOOLS • SUPERMARKETS
OFFICE BUILDINGS • APARTMENTS

THE COMPACTOR THAT...



REDUCES WASTE VOLUME UP TO 10 TIMES

PHONE FOR DEMONSTRATION SALES & SERVICE

HUBER WELDING AND FABRICATION INC.

7620 Anthony Wayne Avenue Cincinnati, Ohio 45216 • (513) 821-2202

Renaissance

continued from page 76

"We find that the best way to sell Cincinnati is to bring the customer to town, rather than send him brochures. We stand him somewhere downtown, and walk him around. They're always amazed at the stores, the shops, the restaurants. They remark on all the people downtown, and the cleanliness.

"This urban renewal program is very important to us," adds Woodard.

Woodard voices a hope that Cincinnati will proceed with efforts to build an indoor arena of some sort downtown, as proposed earlier this year when the city's hopes of a new professional hockey franchise were still high.

"If we're going to compete, we need things like an arena and plenty of first-class hotel rooms downtown."

While the arena idea is now in abeyance, the new hotel space Woodard wants is not. One urban renewal block has contained the new Stouffer's Inn, which has rapidly become a landmark downtown. Plans are in the works for a 26 story apartment/motel complex across the street.

It is things like this that make "people" the central fact and central consideration of all the "bricks and mortar" business.

While Mr. Woodard sees Cincinnati's new downtown as a lure for visitors, Charles E. Webb, economic development director of the Greater Cincinnati Chamber of Commerce, emphasizes its importance to employers and employees.

"There is a certain prestige to being downtown," he notes. "Employees like to be near the major stores, and they like the amenities, like Fountain Square. These things make it easier for an employer to get the people he needs."

Mr. Webb, who is in frequent contact with companies which are potential tenants for office space, recalls a recent comment from a representative of an eastern company:

"I was surprised when I left the hotel in the evening," the man said. "The bellman didn't caution me to take a cab. It's actually safe to walk."

This, of course, has a direct relationship with the upgrading of downtown. And another visitor, a hard-bitten type not usually very introspective, remarked:

"It's amazing, the variety of people you see here. The light changed and I forgot to cross the street. I kept looking at them. It's something you see in their faces. I guess this is Middle America."

One vital piece of unfinished business in the city's downtown renewal program is the Skywalk system, a network of new "sidewalks" intended to make second-story men out of downtown pedestrians. The first links have been built and opened for some time.

Any downtown motorist these days is aware that more are being built — extending the network eastward from Fountain Square to Main Street, southward across Fifth Street.

It is hardly fair to judge the long-term effectiveness of the Skywalks while the system is still being built. But there have been problems so far.

The Enquirer's Sheryl Bills reported a year ago that while 21 downtown commercial and office buildings have an opportunity to open second-story entrances, only four had done so.

The prevailing attitude (in view of the fact that Skywalk connections are privately financed), she said, is "wait-and-see."

What they're waiting to see is whether or not people (that word again) will accept the Skywalks for what they are — a convenient, fast way to negotiate downtown without bucking crosswalks — and begin to use them in great numbers.

It's sort of an Alphonse-and-Gaston dilemma. The merchants have been reluctant to invest in Skywalk entrances, for lack of Skywalk pedestrians; pedestrians don't seem eager to use the Skywalks yet because there isn't that much up there to lure them.

Cincinnati's former Urban Renewal Director, Peter Kory (the man who guided the city skillfully through the bulk of renewal so far), left the city earlier this year confident that the dilemma would resolve itself once the Skywalk network is finished.



Western-Southern Tower on 6th St.

"Then people will really be able to get somewhere on them," he said. Connections for which he lobbied include those to the Netherland Hilton and Terrace Hilton (now planned), which, he feels, would serve as "traffic generators" for the Skywalks generally.

The new office building at Fifth and Race will be Skywalk-linked, as Stouffers is already.

One of the roadblocks to greater Skywalk use so far has been Convention Hall itself, which has second-level Skywalk connections but seldom opens them up. In fact, the building's whole security system seems tied to the notion that people entering the building must do so on the ground floor.

Why, one might reasonably ask, did the city spend all that money on second-story Skywalk entrances? Again, people are involved and — one hopes — people will eventually catch on to a new way of doing things, as they already have elsewhere downtown.

One such place where a new way of doing things caught on incredibly fast was at the Stadium.

One baseball fan of long standing demonstrated this unwittingly on the very first night the Stadium was used, in June of 1970. She carefully parked





Cincinnati's
Pinanc Duo
in suburban office parks offers you a choice of expressway locations for your office, from one-man to corporate headquarters.
Telephone: (513) 563-4050



her car downtown early in the day, anticipating a huge traffic jam, and enlisted a friend to drive her to the ball game. Afterwards, she'd have her car nearby to drive home in.

Fifteen minutes before game time, a passenger in her friend's car, she approached downtown and — amazed at every intersection — was delivered without so much as a second's delay at the very steps to the Stadium Plaza footbridge near Third and Walnut. There wasn't a car in sight, much less a traffic jam.

Technically, the Stadium is "riverfront" renewal, not downtown renewal. But even considering this, we can see how — with people and their ways as the vital force that has made Cincinnati's renewal work — the two projects complement each other. The people for whom and by whom they were built are the ones who must make things work, make things pleasant, useful, and properly human. And — happily — the people don't care whether the Stadium is "downtown" or "riverfront."

It works. That's what they care.

Early in the renewal game, a great deal of news space was devoted to the costs of renewal, the financial mechanics of who paid for what and how, and the economic benefits that might accrue from it all.

The returns aren't all in yet, of course. There are some figures, in fact, that indicate that downtown renewal has lowered, rather than increased, downtown Cincinnati's property tax duplicate at this midway point in the game.

But there is much more to come. A few mistakes have been made, but the city has learned from them. The great error of Queensgate—lack of adequate relocation help — was not repeated downtown, although many marginal businesses didn't survive relocation and some who did still grumble about it.

The next generation of downtown renewal has already had its seeds planted. The word for it will be "people," again. People who want to live downtown. The Junior Chamber of Commerce has a project underway to build new housing on Garfield Place. One new apartment building has already gone up there.

It's a safe enough bet that 10 years from now, the rejuvenation of downtown Cincinnati as a residential neighborhood will be well under way. As a signal of this, watch out for real estate price increases on the hills flanking the basin, as they have long since occured in Mt. Adams.

It is also a safe enough bet that, without the downtown renewal that has transpired to date and is in the works now, new housing would never have a chance in the downtown area.

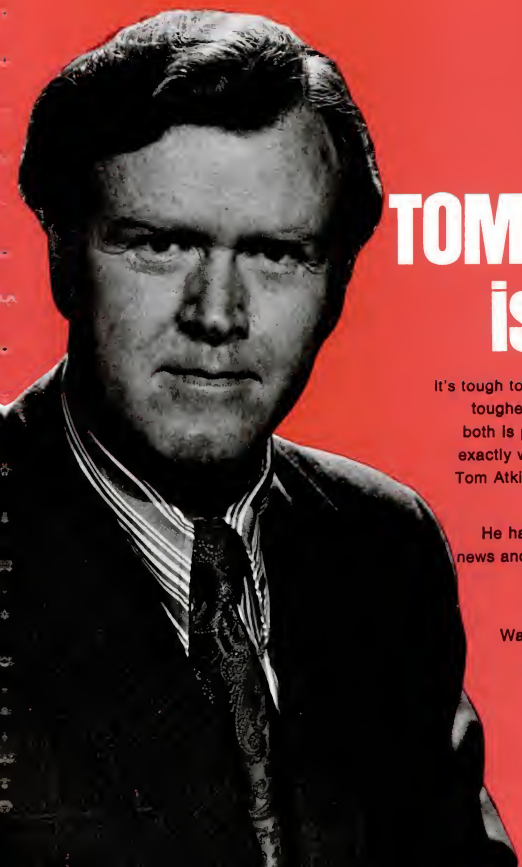
"Cities," said Peter Kory in a sort of parting shot, "have to be turned into exciting places. Otherwise, you cater to only the resident population."

And all the bricks and mortar, concrete, steel, aluminum, glass, blueprints and construction equipment in the world won't make a city exciting. People do, because it is people who excite.

And Cincinnati, with its compact, definable, renewed downtown, is fast becoming aware of its own excitement.

Fountain Square Plaza, the perfect spot for a mid-afternoon rest





being TOM ATKINS is tough!

It's tough to be a good broadcaster. Its even tougher to be a crack journalist. Doing both is practically impossible. But that's exactly what ACTION NEWS Anchorman Tom Atkins does, Monday through Friday at 6 and 11 p.m.

He has the experience to analyze the news and put it in its proper perspective. He reports the news in clear, understandable language.

Watch yourself, Cincinnati, through the probing eyes of Tom Atkins.

action news

6 & 11 PM

WLWT 5

CAL CRIM
SECURITY, INC.
- Industrial Security
- Investigations
- Retail Store Security
- Pre-employment Investigations
- Security Guards

PROTECTION
CAL CRIM SECURITY INC.

554-0500 • 3625 HAUCK RD.
CINCINNATI, OHIO 45241

KZF
3021 VERNON PLACE
CINCINNATI, O. 45219
PHONE: (513)281-7723
ENVIRONMENTAL DESIGN CONSULTANTS
KRAL • ZEPF • FREITAG & ASSOCIATES
ARCHITECTS/ENGINEERS/PLANNERS/DESIGNERS
planning and building for the future
with architects and engineers

North Ky. State

continued from page 52

at home."

Excitement and eagerness mark Northern. One does not run into apathy or disgust with the establishment or the administration. This may be due to the fact that the administration feels the students have as much right to voice opinions as anyone else, and the same goes for the faculty. Both students and faculty serve on all committees, and even on the Board of Regents.

Further, the students evaluate the faculty every year. Each student fills out a comprehensive form about each of his professors. "Nowhere else in the state is this done," comments Dr. Steely, "and nowhere in the country is it done so methodically."

Steely further feels that the administration should keep in close touch with the students. As a result, every member of the staff teaches at least one course, even President Steely, who this year is giving a course on diplomatic history.

Northern will graduate its first class in the spring of 1973. Steely says that the college is growing so fast that in a few years it will be the second largest college in the state.

"This doesn't exactly excite me," says Dr. Steely. His students agree; they like the school the size it is, intimate and with small classes.

However, with a population of over 250,000 in this section of northern Kentucky there are plenty of potential students. "Today," Steely says, "the greatest number of northern Kentucky high school graduates who are going to college are going to Northern. They are coming from both public and parochial schools.

"Northern has suddenly become fashionable," he says, smiling. "We are acting as a catalyst to unite the area of northern Kentucky as it has never been before."

Dr. Steely feels that the educational system should be based more on manpower needs than it has been in the past, and is planning programs at Northern around this premise. "We still recognize the liberal arts aspect of education but we feel education should also recognize the need for the practical," he explains. "People have to be

Students work casually in a science lab. With small classes, t



able to support themselves when they get out of school."

Northern's radio and television department is an example of the sort of education Steely means. A major in that department spends the first two years at Northern getting as broad a liberal arts background as possible, and then, in his last two years, he focuses on courses which will teach him the particular skills he will need in the communications field.

Ten percent of Northern's students are in one of the associate two-year programs such as nursing or radiological technology. Dr. Steely feels there is a great need for such programs and hopes to add more. These programs will stay at the old Covington campus as will some of the liberal arts courses until there is more building completed on the new campus.

Three-fourths of Northern's faculty members have their doctorates — the highest percentage for any school in Kentucky. Northern is authorized to offer work toward the master's degree as soon as it is needed. The school also offers special courses, usually on Sat-

lots of teacher attention.



DO
RE
MI
FA
SO
LA
TI
DO

Arranged & Composed by Typo-Set, inc.

2230 GILBERT AVENUE, CINCINNATI, OHIO 45206
PICK UP THE PHONE AND CALL 751-5116 FOR SPECIAL ARRANGEMENTS OF THE ALPHABET TO SUIT YOUR NEEDS.



IT PAYS TO OPEN YOUR PARKING FACILITY WITH

cincinnati®

. . . say leading cities throughout U.S.A., Canada, and overseas

Leading cities like Chicago, Miami, Detroit, Philadelphia, Cincinnati, Atlanta, Quebec, London, Sydney and many others are using Cincinnati Parking Control Systems. Why?

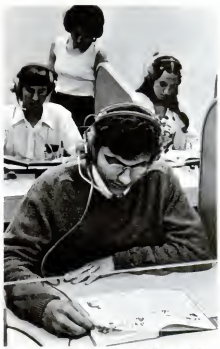
- **We simplified the equipment (fewer parts, and those retained are more rugged)**
- **Seldom need service, but, when needed, we have more than 200 sales/service organizations to serve you . . . factory-trained technicians keep down-time to a minimum**
- **100% cooperation with your architect, engineer and/or contractor in design, specification and installation phases of the facility**
- **ONE order, ONE source, ONE responsibility for everything from Gates and Controls to Ticket Dispensers, Tickets, Card access controls, Out clocks, Counters, Monitors . . . in fact, Cincinnati is the *only* parking equipment firm that manufactures a complete line.**



Write for Parking brochure, or phone our representative shown in the Yellow Pages under "Parking Equipment".

cincinnati TIME RECORDER CO.

1751 Central Ave., Cincinnati, Ohio 45241



Students soak up a new language.

urday mornings, for members of the community, and has inaugurated programs involving students and local businessmen.

Chase Law School has taken over the bulk of the old campus above Covington and though this seems quite a switch for a school that has been in Ohio for almost 80 years, Dean Jack Grosse says it won't change the curriculum much.

"We'll add a course on Kentucky statutes," says Dean Grosse, "but most law today is taught from the national aspect. Juniors and seniors will be doing clinical work on both sides of the river now rather than just in Ohio," he adds.

Everyone at Chase seems happy about the move. "We've needed more and better space for a long time, particularly for our law library," says Dean Grosse.

He does not anticipate any growth in the size of Chase's student body until several years from now when the school plans to add a day-time law program. At present Chase will continue to be strictly a metropolitan evening law school.

"Our new campus is only a few minutes down I-75, so even our Dayton students — who number 65 — aren't bothered by the move," says Dean Grosse. "We were so cramped at the Central Parkway YMCA that we had to move. Northern offered us the best setup — space and financing."

All in all, both Northern and Chase people are very happy about the new combination, and the moves — even if they are a bit breathless at this point.

to window beauty...



custom decorating by

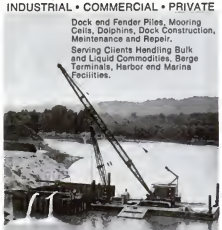
THE *Handy*

WINDOW SHADE CO.
905 Vine St. Ph. 241-4020
MECKSTROTH BROS.

The HOSEA COMPANY
- PILE DRIVING -
RIVER CONSTRUCTION
INDUSTRIAL • COMMERCIAL • PRIVATE

Dock and Fender Piles, Mooring Cells, Dolphins, Dock Construction, Maintenance and Repair.

Serving Clients Handling Bulk and Liquid Commodities, Barge Terminals, Harbor and Marina Facilities.

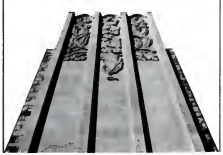


HOSEA COMPANY
410 ELLIOTT AVENUE
CINCINNATI, OHIO 45215
TELEPHONE 513/821-3282

The artistic elegance of the new Memorial Mausoleum at Spring Grove Cemetery is attracting national attention. Many visitors complete their family pre-need arrangements there after viewing its permanent beauty and peace.

Visiting hours 10 A.M. to 4 P.M. daily
Spring Grove Avenue at Winton Road
(513) 541-0600

SPRING GROVE MEMORIAL MAUSOLEUM



AMHERST
the single design and build contractor

ARMCO BUILDING SYSTEMS ASSURE
- Handsome structures
- Shorter construction time
- Lower maintenance costs
- Lower heating & cooling expense



AMHERST
BUILDING COMPANY
1895 Reading Road
Cincinnati, Ohio 45215
Phone: (513) 733-4444
ARMCO
Armco Building Systems

The Big War

continued from page 67

Soho, and he spoke contemptuously of the woman he had allegedly seduced.

"It's a shame, you know," Eric Russell said.

"What's a shame?"

"That you can't hear about war from the people who got killed."

"What a positively inane remark!" Stowe replied.

"Harrelson lost a leg," Ashton said.

"He fell out of a jeep in the Aleutians. Dead drunk," Russell said.

"Which was still a lot closer than you got to anything," Stowe answered. A hush had fallen over the group after that. Eric Russell remembered getting unsteadily to his feet, stalking out into the foyer and putting on his hat and coat.

He stopped walking, suddenly deciding not to drive home. He'd take a cab instead. Columbia Parkway was a gamble, even in daylight with a clear head.

He buttoned up his coat against the raw night, hoping an empty cab would happen along. But none did. For a few minutes, he idly watched the cars feel their way tentatively in the murky night, their red tail lights disappearing quickly. His mind wandered back to the unpleasantness at the club. As he began walking again, this time south toward Fountain Square, he wondered why middle-aged men always made war sound like fun. Maybe it was because they were lucky and fought theirs in warm billets with sex-starved women in clean beds. Most of it was exaggeration, filtered through 27 years of falling memory that recalls only the good.

The thought possessed him as nothing had in months. He wondered what kind of a story his friend, Tom Canning, could tell, *if* he could. And, for some inexplicable reason, he had been thinking a lot about Laura lately. Laura, very pretty, desirable, and fiercely independent. She was the only woman he had ever really loved, but she went away to war and the chance to marry her never came. After his divorce, it had been pleasant to speculate that with Laura, things might have been different.

Suddenly, the faces returned with a rush that made him shiver. Besides Laura and Tom Canning, there was Bothwell, Greenwald, Quinlan and Woznicki. It always shocked him anew to think that only Bothwell had come back to Cincinnati — to lie in a grave in the family plot at Spring Grove.

He remembered a letter Canning had written to him from North Africa. A few lines of it had seared his memory. " . . . we are on the move constantly. There is a kind of excitement that is almost sensual. I don't think about dying despite the danger . . . there isn't time."

The poor fool never wrote another line to anyone. After 27 years, Canning



Low cost CLIPPER Automatic Time Recorder pays for itself...Fast!

New automatic Clipper keeps track of employee time . . . and time is money! Clips card from the bottom UP, consecutively positioning card. Can't overprint . . . perfect for close, irregular or overlapping work schedules. Clipper's direct subtraction speeds payroll audit . . . tardy symbol quickly indicates late or early registrations. Sounds plant signals for lunch, rest breaks, etc. Simply punch minute-to-minute program on mylar tape schedule—easy to set, easy to change.



Send for Free Brochure . . . see how Clipper enables you to comply with Federal Wage/Hr. Law.

cincinnati TIME RECORDER CO
1739 Central Ave., Cincinnati, Ohio 45214

was still listed as missing in action. Oblivion in the desert.

He stopped in his tracks. He had become so engrossed in the past that he hadn't paid attention to where he was walking. Fountain Square was nowhere in sight. The smell of the river was in his nostrils. The Bottoms? Impossible! But in the fog, it was hard to pick out landmarks.

A taxi slipped out of the mist and stopped. It was an ancient vehicle, but well preserved. When he told the driver his destination, he was startled to note the resemblance to Tom Canning. It could have been Canning's twin, or son. But, of course Canning hadn't lived long enough to sire anyone. The similarity unsettled him as they drove in silence through the empty streets.

He dozed off, losing track of the time. The usual bourbon headache was starting, just over his left eye. The cab windows had steamed over, so he wiped a spot clean to get his bearings. He expected to be close to the Delta Avenue intersection, but, hell, they weren't even on Columbia Parkway!

"Hey, driver, you can't get to Mariemont this way!" he called.

"I know where I'm going," the driver replied. Strange what power of suggestion can do. The man even *sounded* like Canning!

But instead of being alarmed at the possibility of being kidnapped, robbed or even murdered, a curious lethargy had come over him. An uncaring complacency that stifled any desire to alter the course of events. He blamed it on the narcotic atmosphere of the ancient taxi with its square shape, tattered cushions and the mixture of pungent oil and gasoline fumes that old cars accumulate. It brought back pleasant montages of a younger world that he remembered less and less as he grew older.

After several more minutes, the taxi turned sharply off the street through a wide gate flanked by opened wrought iron gates. What on earth were they doing in a public park? The cab stopped. It wasn't a park at all. It was a cemetery.

He started to question the driver, but the door opened wide. The driver was outside, beckoning him to get out. He hadn't even seen the man leave the front seat.

"Is this Spring Grove?" he asked, the strange lethargy still dominating his reactions. It seemed as if he were viewing events through a transparent but impassable curtain.

"It's any cemetery you'd like it to be," the driver said, pointing the way to a small gravel walk that branched off the main road. The fog had lifted enough to enable him to see a high, square stone column set in a white marble base. There was an immense bronze

thinking regional?

Think flexible buildings, floor space, land & location. Woodlawn was *planned* with regional needs in mind.

WOODLAWN COMMERCIAL PARK
10501 Taconic Terrace
(513) 771-8550

Write for brochure "CM."

GREATER CINCINNATI AIR SERVICE INC.
PROVIDING EXECUTIVE CHARTER FOR GREATER CINCINNATI SINCE 1946
24 HOUR SERVICE
Greater Cincinnati Airport (Tower Drive)
P.O. Box 75036 Airport Branch
Cincinnati, Ohio 45275 606/371-5544

FAA-VA Approved Flight School • Air Ambulance • Aircraft Storage
Dealer for Cessna & North American Rockwell 112 Chevron Oil Dealer
National Air Taxi Service (NATC)





good people to know . . .
for professional counsel in all forms of insurance

WEST SHELL
LOUIS A. HELLMING
JAY C. WELCH
EARL P. HORWITZ
ERNEST BRACHER
RICHARD C. SHELL
CLIFFORD E. HARKNESS
HERMAN F. SCHOTTENFELS
C.P.C.U.
DAVID L. ROBB
ROBERT J. LIMES
JACK TWYMAN
NORMAN S. TIFFANY
C.P.C.U.
RONALD C. GRETHEL
EUGENE R. PRITCHARD
FRANK H. MAYFIELD, JR.
RICHARD E. WAGNER, JR.
JOHN N. LEWIN
GEORGE T. EVERHART
LARRY E. FOX
ROLAND G. REEVES
ELMER J. SHERMAN
RICHARD R. ERWIN

To know them is to rely on them for sure handling of your every insurance need. Call one of our people today.
A. W. SHELL & COMPANY
Insurance Counsel since 1877
280 Central Trust Building
Cincinnati, Ohio 45202
Telephone 721-8420

A.W. SHELL

WHO pays the HIGHEST rates plus TOP VALUE STAMPS

NOW 8 OFFICES TO SERVE YOU:
Sixth at Main
Beechmont and Corbly
320 Benson St.
6141 Glenway Ave
8267 Colerain Ave.
1756 Seymour Ave.
8800 Beechmont Ave.
3831 Montgomery Rd.

Deposits guaranteed in full

OHIO DEPOSIT GUARANTEE FUND
This Institution GUARANTEED IN FULL

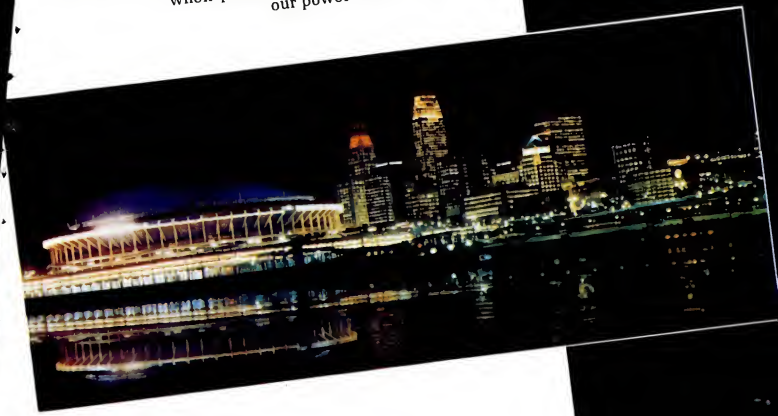
Home State
SAVINGS ASSOCIATION

THE ENQUIRER TURNS ON CINCINNATI IN MORE WAYS THAN ONE

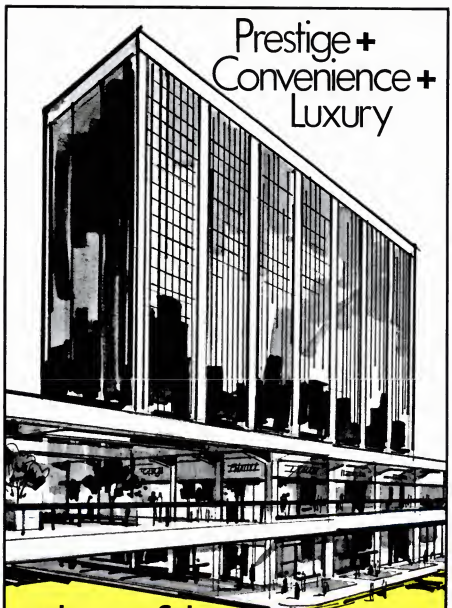
In 1971 The Enquirer originated a promotion to "Turn On Cincinnati." We worked together with the community, and the results were not only beautiful, as you can see, but they were beneficial too. Through "Turn On Cincinnati" we were able to focus attention on our revitalized downtown area, and the surrounding beauty of our city.

Although The Enquirer serves a 19 county market area with a population of over one million people, we are still a community newspaper. It just happens that our community is larger than most. We're out to prove that large cities like ours can stay healthy and vibrant. "Turn On Cincinnati" was just one example. The Enquirer is involved in everything from planting trees, to cleaning up the city, from youth self-help projects, to improving Cincinnati's visitor relations. If it has anything to do with a better Cincinnati, we're involved.

As a newspaper, words are important to The Enquirer, but words aren't always enough. We know that action is what makes the difference. That's why in Cincinnati The Enquirer is known as "The Paper With The Power To Get Things Done." Traditionally when problems arise, we are there to put our power behind a solution.



Copyrighted material



The Fifth and Race Tower

IN DOWNTOWN CINCINNATI

It all adds up—the prestige of a new, 14-story landmark, a superlative new corporate address ...the convenience of being in the heart of Cincinnati's business and cultural life (close to the Convention Center, hotels, stores, office buildings and parking), with elevated promenades on three sides... the luxury of beautifully designed, efficient office space (about 11,000 square feet per floor), with panoramic views and fingertip control of individual office temperatures. A total of 120,000 square feet of office space and 80,000 square feet of store space.

We'll be pleased to show you how the Fifth and Race Tower adds up for your company.

Leasing Agent on Premises (513) 621-1001

Owners upon completion: Connecticut General Life Insurance Company; Feist & Feist. Developer: Cincinnati Redevelopment Corporation. Architect: Brubaker/Brandt, Inc., General Contractor: Turner Construction Company. Construction Financing: Chase Manhattan Bank, N.A.

plaque set in the base with lists of names—hundreds of names. At the top was a short inscription: "1941-1945".

Beyond the column and connected by another concrete walk was a low, fieldstone chapel with stained windows. The driver pointed to the chapel, but did not speak. As they walked toward it, a light went on inside.

He held back as they neared the door.

"Please, Eric," the driver said gently. "Time is limited. We must go inside."

He recoiled. "How do you know my name?"

Tom Canning took off his cap. "Don't you remember me?"

Eric Russell nodded quickly. "They said you were missing in action."

"Shall we go inside?"

It was a tiny chapel dimly lit by a single hooded light suspended from the ceiling directly over a small altar. There was an unlit candle and a vase of withered flowers in the center, flanked by a Christian cross and a Star of David. It was a memorial chapel of some kind that he had seen once before, but he had no recollection where it had been.

As they walked slowly up the center aisle, four other figures sitting in the front pew to the right of the altar took shape in the subdued light. They were the same people whose faces had come to him earlier.

"Tonight you said you would like to hear from some of the people who were killed in the war," Canning began.

"I have thought about it many times."

"That's why you are here."

The people in the pew nodded in his direction. Tears welled in his eyes as he saw that they were exactly as he had remembered them, still in their early twenties, still dressed as he had seen them last. Then he saw Laura, seated alone, at the opposite side of the altar. She was as young and as lovely as he had last seen her, over a quarter of a century ago.

"My God!" he muttered, his knees suddenly buckling beneath him. But unseen hands held him upright until the shock had passed.

Canning stepped forward briskly, as if the meeting were being run on a meticulous time-table.

"How about you, Ray?" Canning said. A thin, sandy-haired youth in the center of the group stood up.

Eric Russell's mind regressed to high school days. And, later. Raymond Edward Bothwell, first lieutenant, 29th Infantry Division, U. S. Army. Killed in action, Omaha Beach, June 6, 1944.

"I haven't much of a story, Eric," Bothwell began, almost apologetically. "The landing went badly. The Germans had the high ground. We were bogged down at the water's edge. Some of us drowned in the surf. When we did get ashore, I was hit by a single bullet in the heart. Everything stopped then."

Bothwell sat down and seemed to shrink within himself. Russell was horrified by the calm, low-key way he had cataloged his own destruction.

A second man stood up. He had known Milt Greenwald from kintergarten. Four-letter man in high school and college. Good scholar and very successful with women. It followed that he had married the most beautiful girl in his class.

"Sorry to disappoint you," Greenwald said. "I met a very unromantic end. I caught typus in a Japanese prison camp. Nothing more to say, really. There were hundreds like me, so it doesn't matter. It had no bearing whatever on the war."

"It does matter!" Eric Russell found himself screaming it over several times. The group remained impassive, expressionless.

John Quinlan stood up next. Quinlan always did things on impulse. Like enlisting the day after Christmas in 1942. He remembered the date because he had accompanied Quinlan to the recruiting office.

"I received a medal posthumously, did you know?" Quinlan began, with the faintest trace of an Irish lilt in his speech. "I did something heroic, but stupid. I charged a German machine gun nest. Wiped it out with a grenade. Then I stepped on a booby-trap. They collected what they could find of me in a blanket, which wasn't much."

Russell thought he would be sick on the spot. The brine came suddenly into his mouth. He put his hand over his mouth and turned away.

"You certainly want to hear from Woznicki, don't you?" Canning pressed relentlessly.

Stanislaus Woznicki had been one of his best friends. He had enlisted in the Navy two weeks after Pearl Harbor . . . and had gone down on the YORKTOWN at Midway six months later, almost to the day.

"I was on station below the waterline," Woznicki recited, as if rendering a battle report to a superior officer. "They closed the water-tight doors, sealing our group off from the rest of the ship. The worst part was not knowing what was happening topside. The ship caught fire . . . a carrier has tons of aviation fuel aboard, you know. But, we didn't drown, Eric. We suffocated. It was not the way I would have preferred to die."

Russell broke down and started for the rear of the chapel, tears blinding him as he ran. Canning, this time, made no attempt to stop him.

"Eric!"

Her voice was like a knife-thrust in the dark. When he stopped to face her, there was a wry smile on her dark,

AN AIRPORT



GROWS

(PAGE 68)

GREATER CINCINNATI AIRPORT



FULFILLMENT

An 87-man organization furnishes sophisticated computerized fulfillment services in the following areas:

Magazine fulfillment—from the opening of the daily mail to the preparation of the final audit statement, for both business and consumer publications.

Book fulfillment—complete warehousing and processing service.

Book clubs—all inclusive membership fulfillment service.



PROMOTION

Computerized list maintenance and reader request services are available, with detailed management reports.



DATA PROCESSING

General data processing services, including systems analysis, programming, and computer operations.





MARKETING

Comprehensive, use-tested Sales Information System for magazine publishers, including income reporting, sales history, product analysis and competitive share-of-market reports.



PRINTING

A skilled, professional organization with over twenty years of experience devoted to furnishing complete printing services, including a modern offset plate making department and latest sheet-fed offset presses for precision four-color printing.



MAILING

Fully equipped mail department processes automatic addressing and machine inserting for a number of direct mail clients.

PUBLISHERS DATA SERVICES INCORPORATED

A SUBSIDIARY OF BILLBOARD PUBLICATIONS

A skilled staff of 150 technicians in Cincinnati, supported by four computers and a modern communications systems network, provides a wide variety of services for ten Billboard publications and numerous outside clients.

For further information contact:
HENRY WACKERMAN

2160 Patterson St., Cincinnati, Ohio 45214 Telephone Area Code 513 381-6450


A reputation built by building the reputation of others
Young & Klein Lithographers



UNIFORM AND TEXTILE SERVICE

Uniform rental and cleaning • Environmental protective clothing • Career apparel and executive garment rental • Shop towels/Printer's towels

DUST CONTROL SERVICES

Treated dust cloths and floor mops • Treated "Walk Off" mats • Polyester door mats

BUILDING MAINTENANCE SERVICES

Janitorial cleaning service • Pest prevention and extermination Restroom maintenance • Disposable supplies

FIRE AND SAFETY SERVICES

Fire detection and extinguishing systems • Fire fighting equipment • Industrial personnel protection equipment • Noise and contamination protection devices

CALL US AT (513) 731-1500 OR SEND THIS COUPON TO:

MR. DICK FRASER

Vice President & General Manager

Silco

4936 MONTGOMERY RD. • CINCINNATI, OHIO 45212

Dear Mr. Fraser: I am interested in the following services of Silco for my company:

NAME_____

ADDRESS_____

CITY, STATE, ZIP_____

beautiful face. And she was trim and neat in a nurses uniform, as he had seen her at the railroad Terminal.

The moment returned in an agonizing rush: a cacaphony of sounds and smells as they said goodbye in the middle of a hurrying melee of people on the station platform. Pushing bodies, the smell of coal-smoke in the rain; the shriek of airbrakes and huffing steam locomotives; the clatter of iron wheels over track sections.

"Don't be silly, Eric," she said while they waited for the train. "What could possibly happen to me?"

"You wouldn't be the first woman to get killed in a war," he had replied.

"I must go, Eric, if only to know that somebody needs me."

"I need you, Laura."

"Later, Eric. We've got the rest of our lives for that."

Time stopped for her a few weeks later in mid-Atlantic. An errant torpedo from a submarine pack attacking a slow-moving convoy. Did it really matter that she never found if anyone needed her — except as a memory for a lonely, middle-aged man?

"Goodbye, Eric," she said now. "We must go."

"Wait, Laura," he pleaded. "There is so much to say."

"There isn't time."

He looked at the others. They were all standing again, their young, eager faces shining in the half-light.

"We were friends," he began awkwardly.

"It was a different time, wasn't it?" Canning said.

"It was pre-determined," Woznicki added. "Some of us had to live and some had to die — and all for the same reason."

"We did our part," Greenwald broke in suddenly.

"We tried . . ." Eric Russell started to say, but it was flat and inadequate.

And then everything had been said. They remained standing, expressionless and immobile, as figures cut out of stone. Slowly, the images faded and disappeared.

There were subdued voices in a brightly lit room. A doctor and a nurse were peering down at him. To the rear, a tall policeman was speaking.

". . . he was wandering around the entrance to the cemetery, like he was in a daze. I thought he got mugged, or maybe robbed, but there ain't a mark on him, so I don't know."

"How did I get here?" Eric Russell said weakly.

"Maybe you'd better explain first what you were doing out in Spring Grove at two o'clock in the morning," the cop said.

Eric Russell wanted to explain it all. But there was no place to begin, and no one would listen anyway.

WEST SHELL
Robson-Middendorff
REALTORS



WE DO OUR
HOMEWORK...

That's why we know:

Where the available homes are,
what they're worth, and
which ones will suit you and your family

761-9711 WEST SHELL ROBSON-MIDDENDORFF *Realtors 761-9711

DON'T MAKE A MOVE *without calling*
Ferguson
VAN LINES
MOVING & STORAGE COMPANY
Featuring A Unique
COAST-TO-COAST VAN CONTROL SYSTEM AT CINCINNATI, OHIO



ACROSS THE STREET—or—ACROSS THE CONTINENT
ALL CALLS
(513) 271-9200
3999 ERIE AVENUE • CINCINNATI, OHIO 45208
REMEMBER—"FERGUSON MOVES PEOPLE"

THE BEST OF Cincinnati

This is an anthology of love stories. Not in the customary boy-girl sense, but in the sense of people in love with a particular corner of America. This is the corner where the great river comes down between the towering hills, where nature stages a never-ending drama of change, where people live with a heritage of beauty in the graphics, the performing arts, the spoken and written word, and even in their everyday work.

Easily, we call it Cincinnati. But our corner is more than that. It reaches north into Ohio's industrial complexes, south to Kentucky's bluegrass, west into Indiana's hills and winding roads.

Why were these stories written, and how were they brought together?

In October 1967 — four years ago as this book is published — the Greater Cincinnati Chamber of Commerce began publication of *Cincinnati* Magazine. It had been talked about, and planned, since 1964. There was a conviction that, for a city that is vibrant, beautiful, and moving, the same qualities should emerge in its magazine.

So standards of excellence were established, very much in the Cincinnati tradition of creativity and meticulous attention to detail. This magazine was to tell the story of our area with love and understanding, proudly recounting the good, and chiding where things didn't measure up.

And so it has gone for four years, reflecting modern life in and around a city that has been praised by many, including Henry Wadsworth Longfellow and Winston Churchill.

The *Best of Cincinnati*, assembled by the staff of *Cincinnati* Magazine, is a treasury gleaned from four years of publishing. The choice of articles and photo essays, all of them from past issues of *Cincinnati*, has been most difficult But we hope the reader will find here, and share with us, the joy and enthusiasm that has gone into this project.

Frank E. Smith
Publisher, *Cincinnati*

CINCINNATI Magazine
309 Vine Street
Cincinnati, Ohio 45202

Please send _____ copies of The Best of Cincinnati
@ $15.00 each*

name

address

city state zip code

Check for _____ enclosed.*
Bill me later _____

144 beautiful 10" x 14"
full-color pages in
handsome hardback.

144 colorful pages especially selected from *Cincinnati* Magazine in a handsome hardback cover to present and preserve memorable happenings recorded during our four years of publication. This king-size book (10″ x 14″) is truly a keepsake, an ideal corporate or personal gift . . . priced at $15.00*



Available at leading department and bookstores . . . or use the attached coupon to order direct.

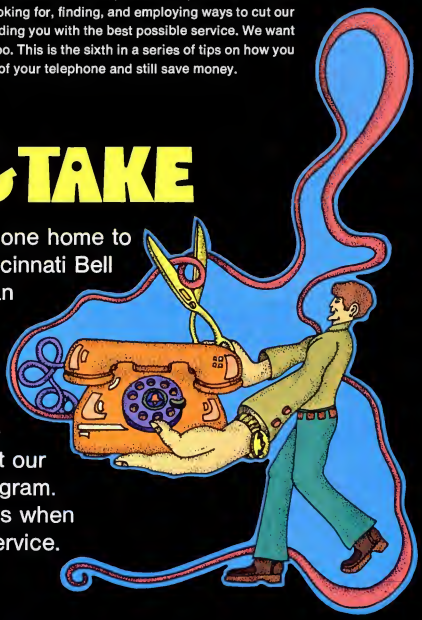
NO. 6 OF A SERIES

how to beat the system

The cost of almost everything has skyrocketed. That's a well known fact! At the same time, you're probably aware that the monthly rate for your telephone service has risen only moderately. That's because we are continually looking for, finding, and employing ways to cut our costs while still providing you with the best possible service. We want you to save money, too. This is the sixth in a series of tips on how you can make better use of your telephone and still save money.

SNIP & TAKE

If you're moving from one home to another within the Cincinnati Bell operating area you can take your telephones with you! When you call 396-9900 to arrange your move, ask one of our Service Representatives about our "Snip and Take" program. You'll realize a savings when we install your new service.



Cincinnati Bell

...serving you

rowth

nmunications

SDRC

WINDSOR

BOSTON

DETROIT

NEW YORK

PHILADELPHIA

PITTSBURGH



CINCINNATI



Dr. Jerry Knobeloch helps DiAnne Ladrigan and Claudia Vollmer prepare data for transmission over voice telephone lines to one of the five computer networks that SDRC uses.



In SDRC's test laboratory, Jack Martz (left), Manager of the Mechanical Testing and Analysis Group, and Tim Sisson prepare a test. The data will be coded by the test equipment, and sent over the phone to the computer. The computer can provide almost instantaneous results back over the phone. Using this system SDRC eliminates the necessity to have a computer in the lab.

tfor data transmission," Dr. Jerry Knob-rh, Manager of Engineering Computer ɔce, adds. "The Cincinnati Bell data spe-ɪts are extremely knowledgeable in the l field. They have helped us greatly."

have grown *with* SDRC," Jim Pratte, Cin-ɪti Bell Communications Consultant, says. they expanded, we expanded their com-ɔcations system to keep pace."

processing is just one of many areas of innati Bell communications services. Why et our communications experts tackle your cial communications problem. Call 5900 today. They're pros!

LOUISVILLE

Cincinnati Bell

...serving you

Dynamic G

Dynamic Com

working together at

MINNEAPOLIS

ST. LOUIS



SAN FRANCISCO

Cincinnati Bell Communications Consultant Jim Pratte talks with Dr. Henke about SDRC's expansion. "We've made sure that as SDRC grew they had exactly the communications system that they needed," Jim says.



LOS ANGELES

Starting with three employees in 1967, Structural Dynamics Research Corp. has grown in just five years to a fast-paced company of 95 employees serving customers across the country. And SDRC expects to grow even faster. "We've just expanded into our third building," says Dr. Russell F. Henke, Director of Computer Operations. "We act as consultants on the design and development phase of mechanical engineering. The computer programs we have developed to help us are available to our customers. They use ordinary telephone lines to gain access to SDRC's time-sharing computer network."

"We've found that voice telephone lines are

fines
elo
Serv
ciall
data

"We
cinn
"As
mun

Dat
Cin
not
spe
421



Harriet Beecher Stowe House

Sitting like a graceful queen atop a little hill on Gilbert and Foraker is the Stowe House. Named for the author of *Uncle Tom's Cabin*, it was also the residence of her equally famous father, Dr. Lyman Beecher, first president of Lane Seminary. Prior to the Civil War, the stately house was a center for anti-slavery activity. In 1943, the property was given to the State of Ohio. It was restored and became a museum devoted to Miss Stowe, the Beecher family and the struggle of Black people from slavery to freedom.

Cincinnati Bell
...serving you